

SENIOR STUDENT RECRUITMENT OFFICER

REQ210993

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Management & Specialist Grade 6

Job Purpose

To be responsible for raising awareness of Loughborough in the external marketplace via a range of student recruitment and outreach activities and initiatives to improve quality applications and ensure that the University meets its targets in an increasingly competitive market. To attend HE Fairs, deliver talks and presentations in schools and colleges across the country and to be involved in a wide range of recruitment events and activities to reach the widest possible range of potential student audiences, including disadvantaged and widening participation students. To contribute to Open Days and campus events as required. To focus on building sustained relationships with schools locally and nationally to support the University's Access and Participation Plan commitments and to secure pipelines for high quality student recruitment.

Job Duties

Student Recruitment and Outreach:

- To deliver presentations, workshops and advice sessions for schools and colleges regionally and nationally to raise awareness and aspirations and support recruitment activity
- To liaise with external HE advice providers e.g. UCAS and What Uni to organise and monitor the Team's contribution to their large virtual and physical student recruitment fairs
- To proactively support University Open Days, and other on campus recruitment or outreach related activities.
- To update and maintain the school and college liaison database to ensure accurate information and insight is available to assist with the targeting of resources, campaign planning, monitoring and evaluation
- To work with the Schools and College Liaison Manager to monitor the applications from UK schools and colleges and provide insights to direct further work
- To provide ideas, input and content as required for key recruitment and outreach activities and for social media and online use
- To assist with the University's UCAS admissions processes, Clearing and other activity as required
- To be actively involved in representing the University at key events and in professional forums including the Higher Education Liaison Officers Association (HELOA)

Internal Liaison:

- To build and develop effective working relationships with colleagues across Marketing and Advancement
- To work with a number of central service departments and University Schools to develop effective communications channels between departments (such as organising meetings and sharing information and best practice) in support of the University's outreach and recruitment objectives

Other

- To line manage the University's team of Student Recruitment Officers
- To ensure compliance with relevant legislation such as GDPR and CMA
- To keep up to date with the latest recruitment / marketing trends by participating in additional training and attending conferences and workshops as appropriate
- As part of Marketing and Advancement, the post may be required to work on wider projects at university level

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the School and College Liaison Manager

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Experience of working in a student recruitment or outreach role	1,3
	Experience of developing suitable content for workshops, presentations and events to engage, enthuse and inform potential students	1,3
	Experience of working successfully as part of a team	1,3
	Experience of managing budgets and supervising staff	1,3
Skills and abilities	Excellent communication skills including the ability to make exciting, memorable and highly professional presentations to a wide variety of audiences including potential students, parents, teachers, and internal colleagues	1,2,3
	Highly developed writing ability including proofing and editing skills	1,3
	Effective and confident communicator (written and verbal)	1,3
	Excellent organisational and project management skills	1,3
	The ability to prioritise own workload, use initiative, and manage multiple deadlines	1,3
	A proactive, innovative and enthusiastic approach	1,3
	A commitment to continuous improvement	1,3
	Excellent attention to detail	1,2,3
	A high level of numeracy and analytical skills	1,3
	Current and relevant knowledge of digital communications including social media	1,3
	Awareness of key legislation e.g. FOI, Data Protection Act and Copyright law	1,3
	Excellent inter-personal skills, tact, diplomacy and an empathetic manner	1,3
Training	Demonstrate evidence of having undertaken further training	1,3
	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	3
Qualifications	First degree or equivalent	1,3
Other	Evidence of a good working knowledge of equal opportunities and understanding of diversity in the workplace	1,3
	Willingness to travel and a full driving licence	1,3

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a large, complex organisation	1,3
Skills and abilities	Awareness/knowledge of Higher Education issues	1,2,3

Qualifications	Chartered Institute of Marketing Diploma or Chartered Institute of Public Relations Diploma or equivalent	1,3
	Membership of the CIM, HELOA or a similar professional body	1,3

Conditions of Service

The position is full time and open-ended. Salary will be on Management & Specialist Grade 6, £31,406 to £40,927 per annum, plus pay award effective from August. Starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

Applications

The closing date for receipt of applications is **20 October 2021**.