
University of Sunderland

Role Profile

Part 1

Lifechanging



**University of
Sunderland**

Client Relationship Co-ordinator

Job Title:	Client Relationship Co-ordinator (UK Student Recruitment Co-ordinator)
Reference No:	
Reports to:	Client Relationship Manager (UK Student Recruitment)
Responsible For:	Progression Scheme Interns
Grade:	Grade D
Working Hours:	37
Faculty/Service:	Marketing and Recruitment
Location:	Edinburgh Building, City Campus
Main Purpose of Role:	<p>This role reports directly to the Client Relationship Manager.</p> <p>This role is focused on building relationships with current schools and their senior staff to enable the university to grow a two way relationship, which will also include relationship building events and opportunities for senior leaders and teaching staff within schools and colleges. Developing and delivering content for the University's First Choice Progression Scheme</p>
Key Responsibilities and Accountabilities:	<ul style="list-style-type: none">• Maintain and build on current business to business relationships within specified recruitment as agreed with the Client Relationship Manager.• Work closely with Client Marketing Officers to arrange bespoke subject led activity to specific areas and schools, at UCAS events as well as on-campus – for enquirers and applicants• Support Client Relationship Officers in delivery of events for teachers and key influencers in schools, towards increasing awareness of the University's offer• Support Client Relationship Officers in delivery of events for prospective applicants and prospective students, towards increasing numbers of applications and conversion• Developing and delivering bespoke subject/faculty events (on and off-campus) including communications with the service Client Marketing Officers and be the key contact between recruitment and the Client Marketing Officers.• Develop and deliver content for progression schemes• Deliver, develop and maintain presentations and workshops to a wide range of audiences on the benefits of higher education and the university• Represent the university at UCAS and HE fairs

- Deliver individual/group tours
- Work closely with the Campaign and Conversion Team and other Marketing and Recruitment Teams to manage and act on in-coming leads from campaigns
- Maintain the sales pipeline by producing consolidated key information for weekly reporting to the Client Relationship Manager on performance by region and area of responsibility
- Maintain University manages data systems
- Provide timely market information and data to Client Marketing Officers and for wider sharing of information with key colleagues to support the management of client relationships and student recruitment
- Identify potential partnership opportunities with schools and colleges for senior leadership development
- Identify areas of support for schools towards delivery of a sales pipeline to the University of Sunderland
- Mentor and Develop the Progression Scheme Interns
- Undertake and support staff development as appropriate.
- All staff across the Service are required to be flexible to support the focus on student recruitment.
- All teams will be required to assist and support key recruitment events such as Open Days and Clearing. To support the Client Relationship team by attending key recruitment events such as when key subject area knowledge is required or additional personnel will benefit the customer experience and deliver the key brand and subject selling points

Special Circumstances:

DBS clearance will be required for this role. Travel and overnight stay will also be a part of this role. Occasional weekend working and some unsociable hours will also be required. A full driving license is required.



Part 2A: Essential and Desirable Criteria

Essential

Qualifications and Professional Memberships:

Educated to degree level or equivalent, or possess significant relevant professional experience within a similar role.

Knowledge and Experience:

Experience:

- Experience of working in a customer focused environment
- Experience of working with a range of colleagues
- Competent writing skills for professional sales
- Experience of managing competing priorities within tight deadlines
- Demonstrable experience of working within a role that requires effective planning and organisational skills, strong attention to detail, and an ability to negotiate, persuade and influence

Key Knowledge and Expertise:

- Ability to communicate with key student recruitment age-groups
- Excellent communication and presentation skills
- Good organisational and administrative skills
- Ability to manage conflicting priorities

Knowledge and Experience:

Experience:

- Experience of working in Higher Education
- An understanding of the Higher Education student recruitment cycle
- Experience of working with academic colleagues
- Experience of working with enquirers / applicants / students of all ages

Key Knowledge and Expertise:

- Understanding of Marketing Activity
- An ability to write sales copy

Part 2B: Key Competencies

Competencies are assessed at the interview/selection testing stage

Service Delivery

- Adapts services and systems to meet customers' needs and identifies ways of improving standards
- Learns from complaints and takes action to resolve them

- Collates feedback and views from customers and keeps up-to-date with market trends to inform service development and make changes
- Actively promotes services

Communication

- Delivery methods are chosen and tailored to aid understanding and meet the needs of others
- Takes action to correct any misunderstandings or mistakes
- Checks on recipient's understanding and takes action to remedy any miscommunications
- Adapts style in response to feedback
- Anticipates the others' needs for information
- Adjusts the level of content to suit audiences with varying levels of understanding and ability
- Provides information in a suitable format so that the others' needs are met
- Uses a range of different formats, chosen to the diverse needs and ensure understanding

Knowledge and Experience

- Applies skill, knowledge and experience to work and seeks opportunities to improve
- Used as a point of reference by others

Analysis and Research

- Designs and uses data gathering and analytical methods appropriate for each investigation
- Recognises and accurately interprets patterns and trends
- Recognises when additional data is required and identifies appropriate sources
- Produces reports that identify key issues and findings

Liaison and Networking

- Works across team boundaries to build and strengthen working relationships
- Shares information and ideas to help others develop their practice
- Is involved in networks to pursue a shared interest as a requirement of the role

Initiative and Problem Solving

- Analyses problems to identify their cause
- Takes action to prevent recurrence of problems
- Considers possible solutions to identify those which offer wider benefits
- Obtains evidence to support intuition

Date Completed:

July 2019