

Job Description

Job Title:	Student Recruitment Officer
Salary Band:	Band 2
Working Hours:	Full Time – 37 hours per week

Overall purpose/accountabilities:

Working within the Marketing, Recruitment and Admissions department, and with guidance from the Assistant Head of Student Recruitment, Student Recruitment Officer will support the University in realising its student recruitment targets through delivery of an outstanding customer experience to enquirers, potential students and all related stakeholders at all times.

Design, lead and deliver a range of activities for students (UK/EU and International) to raise their awareness of Higher Education and promote the benefits of studying at the University of Sunderland in London.

Deliver and champion excellent customer service to all stakeholders at all times.

Reporting lines:

This job reports to the Assistant Head of Student Recruitment

Staff reporting to this job:

None

Main duties:

With guidance from the Assistant Head of Student Recruitment and working closely with other colleagues across the Marketing, Recruitment and Admissions department and wider University, support the University's recruitment objectives through the development and implementation of recruitment plans.

Provide timely and accurate information and advice to enquirers and potential applicants via various means of communication such as telephone, email, on-line chat, social media platforms, while being proactive in anticipating information, which will be sought. Following up on these interactions to support conversion of enquiries into applications and offers into acceptances focusing on personalising the applicant experience.

Develop and maintain a strong understanding of the University's brand positioning and USPs to effectively promote the institution to various target groups (such as traditional, mature, postgraduate, EU or International applicants).

With support of the Assistant Head of Student Recruitment, pro-actively seek opportunities to develop new and existing relationships with schools, colleges and relevant external organisations.

Lead and deliver recruitment seminars, events and workshops at schools and colleges locally, regionally on a range of subjects, including applying to higher education, student finance and subject specific presentations.

Liaise with academic colleagues to provide a range of interactive activities at local, regional, national and international recruitment events and providing one-to-one guidance. Represent the institution at external events such as education fairs, school visits and exhibitions.

Promote a variety of recruitment initiatives such as new scholarships, open days and other on campus events by telephone, e-mail and face to face to potential applicants.

Organise and deliver visits to the University of Sunderland in London by individuals or groups of prospective students, including on-campus tours, Open Days, Visit Days, Drop-in Sessions and other on campus recruitment activities, events and personal consultations.

Develop and maintain close working relationships with recruitment agents, with local schools and colleges and other third parties to enhance recruitment activities, providing timely and appropriate support with events and communications. Checking commission invoices and processing them in a timely manner.

Deliver regular classroom presentations for undergraduate students to ensure they have full knowledge of the postgraduate offer at the University and encourage the retention of students.

Work with colleagues in the Marketing, Recruitment and Admissions to develop content for recruitment presentations and to promote events to applicants and advisers via social media.

Input enquiries, maintain and manage the CRM database, with the aim of generating quality applications to University of Sunderland in London programmes.

Provide feedback and reports to the Assistant Head of Student Recruitment to inform the development of the University's future offers.

Ensure the delivery of an exemplary customer experience at all events for prospective enquirers and applicants, influencers and advisers

Be aware of, and contribute to widening access and increasing participation amongst those groups considered to be under represented in Higher Education

Provide advice and guidance on Admissions related matters if required, be aware of new courses and obtain a clear understanding of target markets and entry requirements, including non-traditional qualifications.

Identify and participate in continuous professional development as appropriate.

Promote and incorporate our corporate values throughout all streams of service delivery.

Commitment and appreciation of the importance and effective delivery of an excellent student experience to all learners.

Any other duties commensurate with the nature of the job, as determined by an appropriate manager.

Special factors:

A flexible approach to work is required with some evening and weekend working required on occasion. The post will involve some UK and EU travel and annual leave may be restricted at certain times of the year to accommodate business needs.

Given the nature of this role, a satisfactory basic Disclosure & Barring Service check will be required.

Person Specification

Essential	Qualifications Educated to degree level or equivalent.
	Experience Proven experience within a role supporting conversion activities or a track record of communicating effectively with prospective customers via different means of communication. Experience of working with under-represented groups. Proven experience of working within a busy customer focussed office environment in a role requiring database management. Experience of using CRM systems/ databases to build and manage customer relationships and to input and manage data. Demonstrable experience of working in a role where team work was key to effective service delivery.
	Skills and Attributes Demonstrable ability to develop a rapport with people from a diverse range of backgrounds and age ranges and to relate to them in a culturally appropriate and sensitive manner. Proven ability to provide high quality oral and written communication in a clear and concise manner. Excellent presentation skills, including the ability to speak to large groups of people of varying ages, back ground and abilities

	<p>Proven creative thinker and self-motivator with the ability to use initiative.</p> <p>Ability to manage own workload and work under pressure to meet conflicting deadlines.</p> <p>Ability to prioritise and organise own workload</p> <p>Proficiency in Microsoft Office and use of the internet</p> <p>Awareness of the current issues facing students in higher education. Ability to manage own workload and work under pressure to meet conflicting deadlines</p>
Desirable	<p>Experience</p> <p>Previous experience of working in the Higher and/or Further Education sector.</p> <p>Proven experience in developing and planning promotional campaigns and events.</p> <p>Knowledge of the UCAS application process</p> <p>Skills & Attributes</p> <p>Knowledge about Student finance for Home/EU students</p> <p>Proven knowledge of the UK, EU and International education systems and qualifications.</p>

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