
University of Sunderland

Role Profile

Part 1

Lifechanging



**University of
Sunderland**

STUDENT RECRUITMENT ASSISTANT

Job Title:	Student Recruitment Assistant
Reference No:	
Reports to:	Student Recruitment Officers
Responsible For:	
Grade:	C
Working Hours:	37
Faculty/Service:	Home Student Recruitment
Location:	Dependent on current priority areas and project strands, the role holder may be based within City Campus, Sunderland, various UK strategic partners, school and college sites across region and schools and colleges across the UK according to business needs
Main Purpose of Role:	<p>This role will focus on supporting the planning and carrying out the delivery of student recruitment, retention and progression outreach activity with Post-16 schools and colleges across the North East England region. Home Student Recruitment staff will also support the wider student recruitment team as and when required and priorities may change with business needs.</p> <p>The role holder will be expected to work closely with other role holders to create complementary and joined up recruitment activity that maximises recruitment opportunities across all areas.</p> <p>The role holder will also work flexibly to provide cross service support to other areas of the Home Recruitment Service and to support other priority areas as business needs demand. This will include providing support in any of the current and new project strands including work with our regional UK Partner institutions, our progression schemes and our wider UK student recruitment offer. Therefore, a high level of flexibility and independent working will be required.</p> <p>Student Recruitment work will focus on supporting the planning and carrying out the delivery of student recruitment, retention and progression outreach activity across the NE region's schools and colleges. It will also focus on supporting the planning and delivery of the University's Postgraduate recruitment strategy.</p> <p>The role holder will be part of a team of Student Recruitment Assistants whose focus will be on North East schools and colleges and regional PG Recruitment. The role will be based within the University, within University of Sunderland HE Gateways sited in UK partner colleges and at various schools and colleges across the North East Region.</p>

Key Responsibilities and Accountabilities:

To work closely with the assigned Student Recruitment Officer and other team members to provide support, advice and guidance to feeder schools and colleges and other organisations across the region at a range of on and off campus and digital events and other recruitment events.

To work closely with the assigned Student Recruitment Officer to arrange and deliver bespoke subject-led activity to specifically targeted schools and colleges in-line with the strategic recruitment plan, which are promoted to local schools and colleges throughout the academic year. This will include the planning and carrying out the delivery of a range of recruitment, retention and progression activity in a variety of formats (face to face and online). to support and deliver on the University's Postgraduate recruitment strategy.

To proactively develop and maintain relationships within Post-16 schools and colleges, arranging meetings, visits and follow up activities as appropriate in order to support opportunities for a wide range of University recruitment activity.

To work closely with the assigned Student Recruitment Officer

To create new, interactive, and engaging workshops and presentations through platforms such as VISME and PREZI video, that can be engineered to be used face to face and online in order to support the planning, development and delivery of targeted outreach activities both in person (on and off campus) and online.

To provide a range of administrative support to the recruitment team, relevant to the role, including performing SITs interrogation and analysis, database entry and analysis (HEAT), keeping accurate records of all outreach activities for reporting purposes, management of allocated recruitment email inboxes and minute taking at team and service meetings.

To work closely and collaboratively with other Home Recruitment and External Relation teams as needed in order to meet university recruitment targets, such as working with

- The Marketing Strategy team to create and manage data and to act on incoming leads from campaigns.
- The Student Recruitment Graduate Intern and Events and Applicant Experience Coordinators to organise bespoke 'Get Into' events as requested by schools and colleges.
- The Student Recruitment Coordinators to plan inbound visits and recruitment outreach activity/events for partner colleges, schools and colleges.
- The Digital Content Team to support digital outreach profile within schools and colleges and devise ways in which activities can be carried on virtually or remotely.
- The Data and Evaluation Officer to support the creation and completion of tracking and evaluation processes to evidence the impact of outreach interventions on project strands.

To support in the delivery of appropriate content at our First Choice and Medicine Summer Schools.

To support in the delivery of

- On campus recruitment events such as Individual Tours and Student Shadowing
- University of Sunderland's Summer Schools, including preparation, presenting timetabled sessions, and supporting with residential stays.
- Key recruitment events such as Open Days, Applicant Days, Interviews and Clearing along with attending HE fairs such as UCAS and UK Uni Search.

To promote and represent the University at regional and local higher education, partner college and postgraduate fairs and events, as well as nationally when demand calls for it.

To actively support the Student Recruitment Officers in meeting recruitment and progression targets relating to Home Recruitment Service plan and KPIs

To provide support and guidance to Graduate Interns as required.

Undertake staff development and self-directed CPD as appropriate and work flexibly to support student recruitment.

To actively promote and participate in a learning and improvement culture within the Home Recruitment team, sharing skills and knowledge openly, identifying, acknowledging and implementing best practice and using team feedback to improve activities.

Any other tasks the Student Recruitment Manager (Schools, Colleges and Partnerships) deems necessary.

Special Circumstances:

- A flexible approach to working will be required, including weekends and evenings.
- This role will involve UK travel and overnight stays
- This role requires the post holder to have a full clean driving license and access to their own car for business purposes
- This role requires enhanced DBS (Disclosure and Barring Service) clearance.



Part 2A: Essential and Desirable Criteria

Essential

Qualifications and Professional Memberships:

- Educated to Degree Level or appropriate level of experience within a similar role

Knowledge and Experience:

- Experience of working within and a comprehensive knowledge of Higher Education.
- Experience of working within a student recruitment or related function.
- Knowledge of the UCAS cycle, postgraduate recruitment and other non-traditional student recruitment pipelines.
- Knowledge and understanding of the relationship between HE and FE, including strategic partner colleges and how they can act as both a recruitment pipeline and a competitor.
- Experience of delivering outstanding presentations and workshops to post- 16 age students within schools and colleges.
- Experience of teacher liaison and networking.
- Experience of managing competing priorities within tight deadlines.
- Experience of working within a customer focused environment.
- Exceptional organisational skills.
- Demonstrable IT skills, including a proven ability to use a variety of Microsoft Office packages
- Demonstrable experience of working with the Student Records System SITs or similar databases
- Ability to work under pressure and flexibly, in a busy environment
- Deal with conflict and overcome difficulties
- Evidence of a commitment to ongoing professional development
- Knowledge of safeguarding policies when working with children and vulnerable adults
-

Desirable

Qualifications and Professional Memberships:

- Teaching or IAG qualification.

Knowledge and Experience:

- Experience of working with academic colleagues
- Understanding of marketing activity

Part 2B: Key Competencies

Competencies are assessed at the interview/selection testing stage

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

Planning and Organising Resources

- Shows exceptional planning and organisational skills
- Actively seeks information to support planning and prioritisation of work
- Ensures that time and resources are used effectively to their maximum efficiency
- Checks and reports on progress and achievement against plans to key parties

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

Knowledge and Experience

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

Decision Making Process and Outcomes

- Takes action to prevent recurrence of problems
- Considers possible solutions to identify those which offer wider benefits
- Obtains evidence to support intuition and make key decisions

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

Date Completed:

4th September 2020