
University of Sunderland

Role Profile

Part 1

Lifechanging



**University of
Sunderland**

STUDENT RECRUITMENT COORDINATOR

Job Title:	Student Recruitment Coordinator (Events and Applicant Experience)
Reference No:	0255-20
Reports to:	Student Recruitment Manager (Events and Interviews)
Grade:	D
Working Hours:	37
Faculty/Service:	Home Student Recruitment
Location:	City Campus, Sunderland
Main Purpose of Role:	<p>The main purpose of this role will be to provide operational running of all on campus student recruitment events including:</p> <ul style="list-style-type: none">• Pre-Applicant Open Days• Applicant and Offer Holder Events (including Medicine)• Facilitating applicant interviews• Off-campus student recruitment events such as UCAS and other HE fairs• Postgraduate recruitment events on and off campus <p>To also facilitate the business partner model between Home Student Recruitment service and all five academic faculties, by being their point of contact and delivering on agreed recruitment plans both on and off campus.</p>
Key Responsibilities and Accountabilities:	<p>To ensure successful delivery, in collaboration with the Events and Applicant Experience Officer, of our highly successful on-campus pre-applicant open days</p> <p>To plan, organise and deliver Faculty pre –applicant open days, taking direction from both Recruitment and Faculty Marketing service plans.</p> <p>To plan, organise and deliver our applicant and offer holder events including our Medicine offer holder days.</p> <p>Support the Events and Applicant Experience Officer and Marketing Strategy in the creation and running of our Clearing period.</p> <p>Work collaboratively with internal and external stakeholders to ensure the smooth running of our on campus events.</p> <p>To ensure all health and safety assessments are carried out for all on and off-campus events for the safety of all team members and event attendees.</p> <p>To work collaboratively with Digital Content Coordinators on our online open days to ensure they are constantly evolving and sector-leading.</p> <p>To coordinate and promote Faculty student shadowing opportunities in collaboration with the Events and Applicant Experience Assistant.</p>

To develop our individual campus tours for pre-applicants and applicants.

Provide event reports, evaluating success and providing suggestions for improvement

To act as a nominated Faculty contact on behalf of the Home student recruitment service, to ensure:

- The coordination/delivery of the agreed student recruitment plan
- academic presence at key pre applicant and applicant events and activities
- the development and delivery of innovative applicant experiences to aid conversion
- faculties are kept up to date and informed of progress against our agreed objectives, attending Faculty meetings as appropriate
- the Service is fully informed of programme and Faculty developments
- faculties are supported through the Clearing period,

To plan and coordinate all applicant interviews across all three faculties where an interview, audition or portfolio showing are pre-requisites for entry including:

- Acting as the main point of contact for all interviewees
- Planning interview schedules with faculties in accordance with the overall recruitment plan
- Development of a wide knowledge of university systems, databases and processes in order to flag queries to the appropriate team to ensure a seamless interview experience for the interviewee
- Coordination of the interview communication process and collation of all relevant interview documentation

To ensure that accurate information and updates are provided to colleagues across the institution and key stakeholders. This includes responsibility for requesting and monitoring web content and other copy.

To provide support for the delivery of our First Choice and Medicine summer schools.

Offer a proactive and problem solving approach to delivering last minute events as required by the leadership team for the purpose of student recruitment

Provide and monitor an overall schedule of events to be shared with colleagues involved in recruitment activity across the institution

Any other duties deemed necessary by the Student Recruitment Manager (Events and Applicant Experience).

Undertake and support staff development as appropriate.

All staff across the Service are required to be flexible to support the focus on student recruitment.

Special Circumstances:

- A flexible approach to working will be required, including weekends and evenings.
- This role will involve UK travel.
- This role requires the post-holder to have a full clean driving license and access to a vehicle for work use.
- 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 equivalent, or possess significant relevant professional experience within a similar role.

Knowledge and Experience:

- Experience of working within and a comprehensive knowledge of Higher Education.
- Knowledge of the UCAS cycle, postgraduate recruitment and other non-traditional student recruitment pipelines.
- Experience of events organisation including the use of risk assessments and safeguarding policies.
- Experience of developing and delivering high quality outreach activities to 16-18 year olds
- Experience of collaborative working with internal stakeholders to develop relevant and engaging content including academic colleagues.
- Demonstrable experience of developing and delivering recruitment presentations and communicating effectively with wide ranging audiences.
- Demonstrable experience of working within a role that requires effective planning, organisational and communication skills, strong attention to detail and an ability to negotiate, persuade and influence.
- Knowledge of safeguarding policies when working with children and vulnerable adults
- Experience of working in a customer focused environment, delivering the highest quality of customer service
- Outstanding team working skills.
- Strong problem solving skills and use of initiative.
- Ability to manage conflicting priorities
- Ability to build and develop relationships with a wide range of individuals and teams.

Desirable

Knowledge and Experience:

- Experience of working in an education environment.
- Understanding of Marketing Activity
- An understanding of data protection, and internet safety issues.
- Understanding and experience of how outreach activity can be delivered remotely through digital platforms

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.
- Written material is well structured, clear and concise.
- 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.
- Consideration is given to others' needs when choosing how to present the material.

Planning and Organising Resources

- Prioritises work to achieve objectives to the standards expected.
- Proactively works with others achieve their and the team's objectives.
- Takes steps to reduce the waste of resources.

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.

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.

Decision Making Process and Outcomes

- Makes timely and considered decisions by gathering sufficient data.
- Considers the impact of decisions on own area of work, that of others and the Institution as a whole.
- Knows when a decision is beyond the role's level of responsibility and when to refer to others.
- Contributes to decision making by providing relevant information and opinions.

	Analysis and Research <ul style="list-style-type: none">• 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.
	Work Environment <ul style="list-style-type: none">• Follows good practice guidance and complies with health, safety and welfare policies.• Accepts responsibility for the effect actions may have on others.
Date Completed:	19/07/2020