

## Role Profile

### Student Recruitment and Conversion Manager

<b>Salary:</b>	Band 4
<b>Working Hours:</b>	Full Time – 35 hours per week for nominal purposes (32 hours over four days during 4-day week pilot)
<b>Reporting to:</b>	Deputy Head of Student Recruitment and Admissions
<b>Direct reports:</b>	Student Recruitment Officer, Student Recruitment Outreach Officer, Intern(s)
<b>Overall purpose/accountabilities:</b>	<p>The Student Recruitment and Conversion Manager is responsible for designing and implementing strategies to enhance the quality and quantity of student applications, focusing on the UK market. This role oversees all aspects of student recruitment, including school outreach programs, recruitment events, and partnership agreements, while ensuring the recruitment team operates effectively on a daily basis.</p> <p>The role requires delivering exceptional customer service to a wide range of stakeholders, instilling this value within the team, and tracking progress towards key recruitment performance indicators.</p> <p>Deliver and champion excellent customer service to all stakeholders at all times.</p>

## Job Description

<p>In liaison with the Deputy Head of Student Recruitment and Admissions, develop and implement an integrated student recruitment strategy and conversion plans, and regularly evaluate their effectiveness to ensure UoSiL meets its recruitment targets for home students.</p> <p>Provide leadership and management to the Student Recruitment team, Interns and Student Ambassadors providing the team with clear objectives and direction of travel.</p> <p>Analyse performance of individual recruitment initiatives and the overall student recruitment strategy and produce monthly, quarterly and annual recruitment reports.</p> <p>Develop, manage and implement the University's school and college liaison strategy including ensuring a well-targeted visit programme that includes presentations, workshops, and attendance at exhibitions, as well as on-campus activities.</p> <p>Develop, deliver and evaluate a diverse range of student recruitment initiatives and events including recruitment fairs exhibitions, seminars, school visits, agent events, presentations and workshops with the aim of promoting and increasing awareness of UoSiL among potential students and other key stakeholders.</p>
--

Manage, train and motivate colleagues to effectively deliver CRM activity, including inbound enquiry management and outbound calling, aligned with communication plans set by the Marketing team to ensure effective lead management and conversion.

Oversee CRM lead management reporting, providing insights on enquiry trends, conversion rates, and campaign performance, to inform recruitment and marketing strategies.

Work with the Marketing team to develop and implement engaging recruitment-focused content and initiatives, using the website, social media platforms and other forms of content and communications to aid conversion prospects.

Develop and implement a Progression Recruitment Plan to maximise students' internal progression opportunities.

Engage and work with key academic and professional staff to support and advocate for student recruitment opportunities.

Support the Deputy Head with developing and maintaining partnerships with student recruitment agents, representatives and other third parties, rendering them timely and appropriate support with events, communications, and visits.

Effectively monitor budgets/expenditure related to the student recruitment team's work.

Deputise for the Deputy Head of Student Recruitment and Admissions, making decisions in their absence in accordance with established policy and procedure, where appropriate.

Effectively manage all staff and resources, ensuring all policies and procedures with respect of staff recruitment, selection, induction, appraisal, staff development, recognition, performance management and health and safety are adhered to and consistently applied.

Represent the Student Recruitment team on internal and external groups, committees and networks as required.

Identify and participate in continuous professional development as appropriate.

Promote and encourage the practice of the University's equality and diversity principles in contacts with all staff, students and partners and promote corporate values through all streams of the role.

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

**Other factors:**

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

Given the nature of this role, a satisfactory enhanced Disclosure & Barring Service check is essential.

## Person Specification

<b>Essential</b>	<p><b>Qualifications</b></p> <p>Educated to a degree level or equivalent.</p>
	<p><b>Experience</b></p> <p>Proven experience of developing and delivering student recruitment strategies.</p> <p>Proven experience of managing staff and motivating team members to meet recruitment targets.</p> <p>Experience with Customer Relationship Management (CRM).</p> <p>Experience of managing or coordinating projects, activities or events to time and budget.</p>
	<p><b>Skills &amp; Attributes</b></p> <p>Proven interpersonal skills with the ability to establish credibility with a range of external and internal stakeholders.</p> <p>Excellent written and oral communications skills, including presentation skills.</p> <p>Excellent time management skills and the ability to manage concurrent deadlines and competing priorities, and complete projects on time and to budget.</p> <p>Ability to work independently, problem solve, and deal with unforeseen problems and circumstances.</p> <p>Demonstrable initiative and enthusiasm, and the ability to lead and work collaboratively as part of a team.</p> <p>Good general numeracy, financial literacy and methodical approach to work with excellent attention to detail.</p> <p>Excellent IT and analytical skills and ability to gather and analyse data extracting insights and reporting.</p> <p>A high degree of cultural sensitivity and awareness.</p> <p>An understanding of safeguarding and its importance in a HE environment.</p>

<b>Desirable</b>	<b>Skills &amp; Attributes</b>  Knowledge of the current widening participation and social mobility agenda and policy.
------------------	--

**DATE UPDATED: December 24**

