

## **Student Recruitment and Outreach Officer**

### **Role Profile**

<b>Salary:</b>	Band 2
<b>Working Hours:</b>	Full Time – 35 hours per week (32 hours over four days during 4-day week pilot)
<b>Reporting to:</b>	Student Recruitment and Conversion Manager.
<b>Direct reports:</b>	None
<b>Overall purpose/accountabilities:</b>	<p>To support the Student Recruitment and Conversion Manager in building and maintaining strong relationships between the University of Sunderland in London (UoSIL) and local schools and colleges. This includes development and delivery of an inspiring programme of student recruitment activities and outreach initiatives both on and off-campus to raise the profile of the USiL and support the achievement of the University's student recruitment targets.</p> <p>Additionally, the post holder will contribute to wider recruitment and conversion efforts by providing guidance to prospective students, encouraging quality applications primarily from UK students, and ensuring an outstanding customer experience for enquirers and key stakeholders.</p> <p>Deliver and champion excellent customer service to all stakeholders at all times.</p>

### **Job Description**

<p>Co-ordinate and deliver a calendar of engaging recruitment events and activities on behalf of UoSIL, including (but not limited to): UCAS fairs, schools and college liaison events (both on campus and in schools), industry shows and events, and campus tours that showcase UoSIL's offering and unique features to prospective students.</p> <p>Develop and deliver inspiring presentations, workshops and interactive sessions with prospective students; parents, guardians and carers; teachers and careers advisers; organisations and other stakeholders. Work with academic colleagues to initiate subject-focused initiatives.</p> <p>With support from the Student Recruitment and Conversion Manager, pro-actively identify, develop and strengthen relationships with key local schools, colleges, teachers, careers, advisers and other relevant stakeholders.</p>
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Support Student Recruitment and Conversion Manager to evaluate, monitor and report on recruitment and outreach activities, in order to benchmark and inform future plans for student recruitment.

Work with the Marketing team to develop inspiring and creative resources, content and conversion communications that are attractive to the target groups.

Provide accurate information and advice to enquirers and potential applicants via phone, in-person, email, and online chat, proactively addressing common queries and following up to support their progression from enquiry to application.

Use the Customer Relationship Management (CRM) system to manage relationships with college partners and enquirers, using key communication tools to nurture, support and convert prospective students from college/sixth form through to enrolment.

Undertake appropriate market insights and research such as competitor analysis (benchmarking) and educational/HE trend reviews to develop proposals for new outreach activities, programme development opportunities, resources and marketing and recruitment approaches.

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.

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

**Other factors:**

A flexible approach to work is required with some evening and weekend working required on occasion. The post will 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>	<b>Qualifications</b>  Educated to a degree level or equivalent.
	<b>Knowledge &amp; Experience</b>  Proven experience of working in student recruitment, outreach or widening participation environments.  Experience of designing and delivering workshops and presentations to a diverse range of audiences.  Experience of providing information, advice and guidance within a HE context to promote higher education pathways to prospective students.  Experience of organising and working at events, such as open days, applicant days, and careers fairs.  Experience of using CRM systems to manage data and improve stakeholder interactions.  Experience in working towards and achieving departmental targets.
	<b>Skills &amp; Attributes</b>  Excellent communication and interpersonal skills.  The ability to engage with diverse audiences through meetings, presentations, and reports, effectively build relationships at all levels.  Strong administrative, organisation and time management skills.  Knowledge and understanding of the UCAS admissions and student finance processes.  Understanding of college (FE) and university (HE) student qualifications and experience.  Proven excellent IT and analytical skills and ability to gather and analyse data extracting insights and reporting.  Proven ability to work on own initiative.  A high degree of cultural sensitivity and awareness.  An understanding of safeguarding and its importance in a HE environment.

<b>Desirable</b>	<p><b>Knowledge and Experience</b></p> <p>Experience in targeting, monitoring, and evaluating outreach activities to measure their effectiveness and impact.</p> <p>Experience of using a student information system i.e. SITS or other relevant business system.</p> <p>Experience of supervising small groups.</p> <p><b>Skills and Attributes</b></p> <p>Knowledge of the current widening participation and social mobility agenda and policy.</p>
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**DATE UPDATED: March 2025**

