

Role Profile

Student Recruitment Officer

Salary:	Band 2
Working Hours:	Full Time – 35 hours per week (32 hours over four days during 4-day week pilot)
Reporting to:	Student Recruitment and Conversion Manager.
Direct reports:	None
Overall purpose/accountabilities:	
<p>The Student Recruitment Officer will support the University of Sunderland in London's home recruitment and conversion activity, encouraging high-quality applications from prospective students. The post holder will deliver excellent customer service to enquirers and applicants, provide clear guidance on study options, and support prospective students through the application process to maximise conversion efforts.</p> <p>They will also represent the University at schools, colleges, fairs, and on-campus events, working collaboratively with colleagues across Marketing, Admissions, and Academic teams to achieve recruitment targets and promote the University of Sunderland in London.</p> <p>Deliver and champion excellent customer service to all stakeholders at all times.</p>	

Job Description

<p>Support the development, implementation, and monitoring of student recruitment strategies, working in partnership with colleagues across the institution.</p> <p>Build effective relationships with enquirers and applicants through recruitment and marketing events and other engagement activities.</p> <p>Develop a strong understanding of the University's brand positioning and USPs to effectively promote the institution to target groups (e.g. post-16, mature, postgraduate, EU, or UK applicants).</p> <p>Provide timely and accurate information and advice to enquirers and applicants via phone, email, online chat, social media, and in-person, proactively addressing queries and following up to maximise conversion.</p> <p>Maintain and manage the CRM database to track enquiries, ensuring accurate data is used to drive quality applications.</p> <p>Organise and deliver on-campus recruitment activities such as Open Days, UG-PG presentations, drop-in sessions, and personal consultations.</p>

<p>Promote recruitment initiatives such as scholarships, course progression and Open Days, through multiple communication channels.</p> <p>Generate reports to provide insights into the recruitment pipeline and evaluate the effectiveness of student recruitment activities.</p> <p>Represent the University at external recruitment events such as higher education fairs and exhibitions, such as UCAS fairs.</p> <p>Provide advice and guidance on admissions-related matters, new courses, and entry requirements, including non-traditional qualifications.</p> <p>Provide assistance to the Admissions team where required, including conducting or supporting admissions interviews, English language tests, document checks, and other related tasks.</p> <p>Collaborate with the Marketing team to develop resources, content, and conversion materials that appeal to target groups.</p> <p>Undertake competitor analysis and monitor HE sector trends to inform recruitment approaches.</p> <p>Actively participate in continuous professional development as appropriate.</p> <p>Champion the University's equality, diversity, and inclusion principles and corporate values in all areas of work.</p> <p>Contribute to delivering an excellent student experience at every stage of the applicant journey.</p> <p>Carry out any other duties commensurate with the role, as determined by an appropriate manager.</p> <p>Other factors:</p> <p>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.</p> <p>Given the nature of this role, a satisfactory enhanced Disclosure & Barring Service check is essential.</p>

Person Specification

Essential	Experience
	<p>Proven experience in a role supporting conversion activities and/or a strong track record of effectively communicating with prospective customers through a variety of channels (e.g., email, phone, or face-to-face).</p> <p>Proven experience of working within a busy customer focused environment in a role requiring database management.</p>

	<p>Demonstrable experience of working in a role where teamwork was key to effective service delivery.</p> <p>Experience in working towards and achieving departmental targets.</p> <p>Skills and Attributes</p> <p>Good interpersonal skills with an ability to show patience, understanding and a pleasant helpful manner.</p> <p>Knowledge and understanding of the UCAS admissions and student finance processes.</p> <p>Proven ability to provide high quality oral and written communication in a clear and concise manner.</p> <p>Excellent presentation and customer service skills.</p> <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>Excellent IT and analytical skills, and ability to gather and analyse data extracting insights and reporting.</p> <p>Proven ability to work on own initiative.</p>
<p>Desirable</p>	<p>Knowledge and Experience</p> <p>Previous experience of working in the Higher and/or Further Education sector.</p> <p>Experience of using a student information system i.e. SITS or other relevant business system.</p> <p>Proven experience of customer relationship building and management, using CRM practices and systems.</p> <p>Proven experience in developing and planning promotional campaigns.</p> <p>Skills and Attributes</p> <p>Proven knowledge of the UK, EU and International education systems and qualifications.</p>

DATE UPDATED: Sept 2025

