

DRAFT Job Description

Position:	Senior Faculty Recruitment Officer
Academic Group/Service:	Marketing and UG Recruitment & Admissions
Reference:	
Grade:	Grade 5
Status:	Permanent
Hours:	Full time
Reports to:	Director of Marketing and UG Recruitment and Admissions
Accountable to:	Faculty Recruitment Managers

Personal attributes (see also Person Specification)

You will be highly motivated, demonstrating a high level of initiative and self-drive. With excellent interpersonal, relationship building and negotiation skills you will have the ability to communicate at all levels of the organisation and to build a network of contacts to support your successful outcomes. You will have creative experience and problem-solving abilities and the resilience to see projects and tasks through to the end, overcoming barriers put before you. With a commitment to continuous improvement and customer service excellence you will work to support the achievement of recruitment targets on behalf of our Faculties and Schools.

Main Function of the Position:

- To support the Faculty Recruitment Managers by building effective and outcomes-focussed relationships with academic colleagues. To proactively drive a consistent and continuous flow of information and content from the academic departments to the division to support the recruitment plans of the Faculties.
- To efficiently and effectively plan, coordinate and implement activities relating to the recruitment of students to the University. To support the Faculty Recruitment Managers in delivering a recruitment marketing service to their Faculties and Schools.
- To support the Faculty Recruitment Managers in developing and maintaining operational systems and processes to ensure the smooth running of the student recruitment function including liaising with the University's appointed agencies.
- You will be responsible for handling queries from both faculty academic staff and external contacts including the enquirers and applicants, schools and colleges, to support events work (open days, offer holder days, subject visit days), provide marketing reports as appropriate and to deliver and contribute to specific project work in these areas as required.
- The post may involve considerable contact with young people under 18 and the post holder, as part of the appointment process, will be required to complete an enhanced CRB check.

Principal Duties and Responsibilities:

1. To coordinate and oversee operational and administrative support to the Faculty Recruitment Managers in delivering the Faculty and School recruitment plans and activities.
2. To liaise with academic colleagues across the faculties to collect and create marketing and recruitment content to support the recruitment plans and to feed into the website, social media, publications, marketing communications etc.
3. To coordinate delivery of photography, videography on behalf of the Faculty Recruitment Managers including scheduling with departments, arranging location setting, consent forms etc.
4. To create and maintain a database and collection of testimonials and case studies from students, academic staff, alumni and employers and to maintain records of consent, photography etc.
5. To support in the planning and running of faculty/specific specific open and visit days, conversion days as required including liaising with the academic coordinators for recruitment and retention other internal departments to ensure the effective and efficient running of the events.
6. To oversee and coordinate requests from schools and colleges for presentations and enrichment activity and liaise with the relevant academic departments and Schools Liaison and Outreach team within the division to ensure these are delivered as requested.
7. To proactively seek opportunities at Faculty/School level to deliver enrichment activities to schools and colleges within agreed parameters.
8. To maintain records within the CRM system and to actively support the development of the CRM system to support lead generation, follow-up and propensity scoring.
9. To provide data and insight reports and analysis to underpin the Faculty recruitment operations and update management and key stakeholders as required.
10. To maintain and update the internal Schools' marketing and recruitment plans as directed by the Faculty Recruitment Managers.
11. To provide advice and guidance to colleagues on effective recruitment and admissions practices and to work with the Faculty Recruitment Managers to disseminate good practice guidance, training materials and other information to the academic departments.
12. To liaise with the University's appointed suppliers and agencies to brief in project work, schedule activity and maintain a timeline of required support.
13. To liaise with the admissions team as directed by the Faculty Recruitment Managers to ensure the smooth running of admissions processes in the different subject areas. To advise academic departments on admissions processes and practices and to troubleshoot any issues with admissions accordingly.

14. To organise the monthly Academic Coordinator Recruitment meetings, maintain and agenda and actions and to follow-up with colleagues in attendance. Also to organise regular or ad-hoc meetings on behalf of the Faculty Recruitment Managers.
15. To plan and organise own work, working flexibly to adapt to changing priorities and the needs of the team.
16. To provide training, support and direction as appropriate to internal departments, other members of the team and student ambassadors.
17. To keep up to date with new and emerging marketing, communications and events related techniques and developments as required.
18. To deputise for the Faculty Recruitment Managers where necessary at internal Faculty/School meetings.
19. Perform any other function specified by the Faculty Recruitment Managers and Director of Marketing and UG Recruitment and Admissions.
20. Work flexibly outside normal working hours during evenings and some weekends.
21. Able to travel as appropriate in order to meet the requirements of the service, hold or working towards holding a current clean driving licence.
22. Able to cope with the physical demands of the role.

Note:

This is a description of the position requirements as it is presently constituted. It is the University's practice to periodically review job descriptions to ensure that they accurately reflect the role requirements to be performed and if necessary update to incorporate changes were appropriate. The review process will be conducted jointly by the relevant manager in consultation with the position holder.

Person Specification

Position: Senior Faculty Recruitment Officer		Reference:	
Academic Group/Service: Marketing and UG Recruitment & Admissions		Priority	
Criteria		(1/2/3)	Method of Assessment
1 Qualifications			
1 a)	Honours degree in a relevant subject area	1	Application Form/ Documentation
2 Skills / Knowledge			
2 a)	Competent in Microsoft Word, Access and Excel and familiar with internet and Outlook	1	Application Form/Interview
2 b)	Event planning and organisation skills	1	Application Form/Interview
2 c)	Strong presentation skills	1	Application Form /Interview/Presentation
2 d)	Have an understanding of the Further Education (FE) and Higher Education (HE) sector	2	Application Form/Interview
2 e)	Enthusiastic and motivated to deliver effectively on time and meet deadlines and prioritise work	1	Application Form/Interview
2 f)	Knowledge and preparation of copy and content for inclusion in a range of media	1	Application Form/Interview
2 g)	Able to organise and coordinate, simultaneous external relations/marketing activities.	1	Application Form/Interview
3 Experience			
3 a)	Experience of working in an educational marketing environment or equivalent environment	1	Application Form/Interview
3 b)	Experience of delivering promotional activities including events, generating promotional content and one-to-one sales skills	1	Application Form/Interview
3 c)	Experience of developing and delivering projects to support service enhancement	1	Application Form/Interview
3 d)	Experience of preparing reports and recruitment project plans	1	Application Form/Interview
3 e)	Experience/willingness to use new technologies and professional practice initiatives relevant to proactively promote marketing activities, i.e. social media, Facebook	1	Application Form/Interview
4 Personal Qualities			
4 a)	Awareness of the requirements associated with operating within a customer service environment	1	Interview
4 b)	Adaptable to changing circumstances in the work routine	1	Interview
4 c)	Able to work effectively as a member of a team and use initiative to meet goals	1	Interview

4 d)	Show sensitivity to individual differences	1	Interview
Position: Senior Faculty Recruitment Officer		Reference:	
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Criteria		(1/2/3)	Method of Assessment
4 e)	Able to work flexibly to meet the requirements of the post, particularly to cover events and peak periods	1	Interview
4 f)	Able to demonstrate sensitivity in dealing with colleagues/partners and stakeholders from different cultural backgrounds	1	Interview
5 Other			
5 a)	Willing to undertake staff development, which may take place outside the University	1	Interview
5 b)	Awareness of the principles of the Data Protection Act, Freedom of Information Act and the Bribery Act and the UKBA	1	Interview
5 c)	Awareness of the requirements of Health & Safety within the work environment	1	Interview
5 d)	Commitment to the University's policy on equal opportunities and diversity	1	Interview
5 e)	Available to work evenings and outside the normal academic year in order to meet the requirements of the role.	1	Interview
5 f)	Able to travel as appropriate in order to meet the requirements of the service	1	Interview
5 g)	Current clean driving licences.	1	Interview/Documentation
5 h)	Able to cope with the physical demands of the role	1	Interview/Medical questionnaire /clearance

Note:

1. **Priority 1** indicates **essential** criterion – an applicant would be unsuccessful if unable to satisfy all Priority 1 criterion.
2. **Priority 2** indicates **desirable** criterion - applicants failing to satisfy a number of these are unlikely to be successful.
3. **Priority 3** indicates criterion **not specifically required** for the post but in a competitive situation may be used to select applicants who cannot be separated on priorities 1. and 2.