

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Student Recruitment Manager (UK)

Accountable to: Head of UK and EU Recruitment

Salary: £35,884 - £41,936

Grade: 5

Service: Student Recruitment

Location: 272 High Holborn, WC1V 7EY

Contract length : Permanent **Hours per week/FTE** 35/1.0 **Weeks per year:** 52

Purpose of Role:

To take a lead role in the operational management and coordination of the University's schedule of recruitment activities in the UK, including attendance at UCAS and other HE recruitment fairs, school and college visits and events, and incoming visits e.g. by staff from partner schools and colleges.

To manage a small team in the Student Recruitment and Marketing department attending recruitment events and school visits on behalf of UAL, and to help coordinate the wider network of professional and academic staff across the University who contribute to the University's overall UK recruitment activity schedule.

To act as a key ambassador for the Student Marketing and Recruitment (SMR) department and UAL, building a network of effective internal and external working relationships to support the delivery of UAL's UK recruitment objectives.

Working with the Head of UK and EU Recruitment and other colleagues in the SMR department, to identify and respond to developments in the UK market that will impact on recruitment, and to help follow up new opportunities that may arise for UAL, e.g. for student progression into the University.

To work with colleagues across the SMR department, particularly in the Marketing and Content teams, to raise UAL brand awareness in the UK market, deliver excellent customer service across the UK prospective student journey from enquiry to enrolment, and provide input into the development of a suite of recruitment materials, across relevant platforms, that are tailored to the needs of UK prospective students.

To support and deputise for the Head of UK and EU Student Recruitment as required.

Duties and responsibilities.

1. To contribute to a market approach document and supporting activity plan that translates the developed UK student recruitment strategy into operational delivery.
2. To manage the coordination of the UK recruitment activity schedule for UAL (HE fairs, UCAS, presentations, workshops, portfolio advice sessions, student counselling, interview sessions and skype advisories) in target schools and colleges across the UK.
3. To line manage a small team of staff in the SMR department (initially two graduate interns) who will attend recruitment events on behalf of UAL. To coordinate the wider internal network of staff also involved in delivering this work.
4. To work with colleagues across UAL, including the Admissions Service, College marketing and recruitment teams, and academic staff to improve the processes and systems used to manage the student journey at each stage from enquiry, application to enrolment. This will include managing the fulfilment of enquiries generated at recruitment fairs and events and reviewing and improve these processes as required.
5. To act as an ambassador for the SMR department and the University at external recruitment events, advising and counselling student enquirers/applicants, parents, and staff at partner colleges as required.

6. To be fully conversant with the University's admissions policies and procedures to ensure that all planned recruitment activities are compliant. To support staff from wider university with enquiries and questions they may have regarding UAL recruitment procedures and to liaise with the Admissions Service where further guidance on admissions processes is required.
7. To build effective working relationships with colleagues across UAL Colleges, Widening Participation, the UAL Awarding Body and Accommodation Services to encourage their collaboration and integration with recruitment activities and ensure that UAL is maximising opportunities for recruitment activity across all available UK market segments.
8. To collaborate with other SMR colleagues in the development of a handbooks and guidance for staff undertaking student recruitment activity within the UK.
9. To monitor and report on the results of recruitment activity and assess the effectiveness of these activities in supporting UAL's UK recruitment targets. To be competent in the use of the relevant systems and processes used to capture and analyse data, and to use this data in producing reports for internal stakeholders and senior staff members of the University.
10. Working closely with the Marketing and Content teams within SMR, to contribute to the development of content needed to support the delivery of marketing campaigns and recruitment activity. To ensure that all activities are fully optimised for the desired audience and distribution channel.
11. To act as an ambassador of UAL's reputation and brand ensuring both are protected and represented in line with established guidelines.
12. To support UAL Colleges with recruitment activities relating to the University Progression (UP) scheme, which facilitates the progression of UAL Foundation Diploma students to undergraduate degree programmes offered by UAL.
13. To work with the Head of UK and EU Recruitment to identify and follow up opportunities for new progression routes within the UK, and to facilitate the development of partnership agreements with agreed target institutions which support the progression of their students into Year 2 or Year 3 of UAL degrees.
14. To manage processes for allocating target UK students to available spaces on UAL bridging programmes designed to offer enhanced preparation for UG study, including communicating procedures to external stakeholders and students and ensuring that mechanisms are in place to review and improve these processes.
15. To work with the UAL Insights (Widening Participation) programmes to increase the scale and scope of WP activities across the UAL Progression Partnership of target FE colleges.
16. To work collaboratively with Development and Alumni Relations to ensure that alumni influence is fully leveraged within the recruitment process, e.g. through the delivery of recruitment events with alumni engagement.
17. To book and manage the presence of ArtsTemps in support of recruitment activity as required.

Others:

1. To perform such duties consistent with your role as may time to time be assigned to you anywhere within the University.
2. To work flexibly and undertake travel in the UK, EU and Internationally as required.
3. To undertake Health & Safety duties and responsibilities appropriate to the role.

4. Work in accordance with the University's Equal Opportunities Policy and Staff Charter, promoting equality and diversity in your work.
5. Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
6. Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
7. Conduct all financial matters associate with the role in accordance with the University's policies and procedures as laid down in the financial regulations.

Key Working Relationships:

Head of Student Recruitment (UK/EU)
 Head of Marketing
 Marketing Manager
 Head of Content Strategy, Design and Publishing
 Planning Analysts
 Associate Dean of Insights
 Marketing and recruitment teams within Colleges
 Director / Deputy Director of UALab
 Academic staff within Colleges
 Deputy Heads of Admissions
 International Coordinators
 Alumni Manager(s)
 Registry

Specific Management Responsibilities

Budgets: Tbc
Staff: 2 x Student Recruitment Officers, 1 x Student Recruitment Administrator
Other (e.g. accommodation, equipment): N/A

Job Title:

Grade: 5

Person Specification

Specialist Knowledge/ Qualifications	The candidate should be educated to degree level or equivalent, preferably with a qualification related to an appropriate discipline.
Relevant Experience	<p>Knowledge of specific approach and skills required to work with schools and colleges in a liaison role. A good understanding of the issues affecting art and design education within the secondary and further education sector.</p> <p>Experience of implementing a recruitment activity plan developed by senior colleagues in response to market developments</p> <p>An evidenced capacity to evaluate success and improve outcomes and adherence to objectives.</p> <p>Demonstrable experience of communicating ideas clearly and persuasively, explaining complicated matters simply, tailoring delivery methods/media to suit an audience's needs and understanding.</p> <p>Experience of utilising CRM systems for the effective management of student enquiries from pre-application to enrolment.</p> <p>Experience of developing internal and external networks, actively seeking to build productive and enduring relationships between and within teams to strengthen working relationships and foster collaboration, influencing events and decisions.</p> <p>Experience of understanding and presenting requirements for innovation in process and of managing /supporting others with change.</p> <p>Experience of working independently without direct supervision.</p>
Communication Skills	Communicates effectively orally and in writing adapting the message for a diverse audience in

	an inclusive and accessible way.
Leadership and Management	N/A
Research, Teaching and Learning	N/A
	N/A
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student experience or customer service	Builds and maintains positive relationships with students or customers
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

Last updated: January 2018