

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Student Recruitment Officer (UK)		Accountable to: Student Recruitment Manager
Contract Length: Permanent	Hours per week/FTE: 35	Weeks per year: N/A
Salary: £33,653 - £41,329.00		Grade: 4
College/Service: Student Marketing and Recruitment		Location: High Holborn

Purpose of Role:

Working within the University of the Arts London's Student Marketing and Recruitment Department, and with guidance from the Student Recruitment Manager (UK), you will support the University in realising its student recruitment targets for the UK.

You will work closely with other colleagues in the department, particularly those with expertise in marketing, CRM and content, to contribute to and implement a marketing and recruitment activity plan for the UK, with the objective of increasing student recruitment from target regions. You will work collaboratively to increase brand awareness of UAL; promote the benefits of studying at UAL to prospective students, parents and tutors; and represent UAL at recruitment events. You will also build key internal and external relationships to support recruitment, both with staff in UAL's network of feeder and partner colleges, and with academic and professional colleagues from across UAL engaged in student recruitment and marketing.

The role requires a knowledge of and interest in the factors affecting UK student recruitment, as well as exceptional interpersonal skills; the ability to build strong internal and external relationships and communicate effectively across a diverse set of audiences; and negotiation and influencing skills.

The successful candidate will be enthusiastic, target-driven, and a strong team player with a flexible approach to their work. The role will require regular travel within the UK.

Duties and Responsibilities

- To support UAL's recruitment objectives through the development and implementation of recruitment and marketing plans for priority regions within the UK, with guidance from the Student Recruitment Manager and working closely with other colleagues across the Marketing and Student Recruitment department.
- To develop a strong understanding of UAL's overall USPs, subject provision and course portfolio at foundation, undergraduate and postgraduate study levels and the USPs, provision and strengths of its six Colleges. To use this knowledge to effectively promote the University to students, parents and key influencers in designated priority schools and colleges and at external recruitment events.
- To develop and manage effective relationships with an allocated group of UAL's UK partner schools and colleges, including undertaking a communication and liaison role with tutors; organising and attending regular recruitment and relationship building activities with target schools or colleges; and identifying potential new leads in regions designated as student recruitment priorities for UAL.
- 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.
- To be fully conversant with UAL's admissions policies and procedures. To support staff from across UAL with enquiries and questions they may have regarding UAL recruitment procedures and activities, and to liaise with the Admissions Service where further guidance on admissions processes is required.

- To monitor and report on the results of recruitment activity and submit these to the Student Recruitment Manager for consideration. To be competent in the use of the relevant systems and processes used to capture and analyse data.
- To work with colleagues on cross-departmental projects within the Student Marketing and Recruitment department, e.g. improving the prospective student experience through the use of CRM approaches, developing content tailored to UK students, or developing specific activities to support feeder school strategies.
- 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.
- To book and manage the presence of temporary staff (ArtsTemps) or student ambassadors in support of recruitment activity as required.

General

- To work flexibly and be willing to undertake regular UK travel as well as some late evening and occasional weekend work. The role may also include some international travel from time to time.
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To undertake continuous personal and professional development.
- To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Reporting to Student Recruitment Manager
- Colleagues across the Student Marketing and Recruitment Department
- College Communication, Marketing and External Affairs teams
- College International Offices and academic international recruiters
- Admissions teams
- Academic Enterprise (Language Centre, Study Abroad, Artscom and UALAB) teams
- Insights (Widening Participation) teams.
- Alumni Relations teams

Specific Management Responsibilities

Budgets: Manage budgets for specific recruitment events and activities

Staff: None

Other (e.g. accommodation; equipment)

Job Title:

Grade: 4

Person Specification

Specialist Knowledge/ Qualifications	Educated to degree level or equivalent.
Relevant Experience	<p>Proven track record of successfully delivering student recruitment activities in a higher education context, including developing and implementing operational marketing and recruitment plans.</p> <p>Experience of working with schools and colleges in a higher education/student recruitment context. Experience of working collaboratively with other departments to ensure the delivery of effective student recruitment strategies.</p> <p>Experience of promoting higher education.</p> <p>An understanding of the issues affecting UK student recruitment to HE. An awareness of issues facing art and design education in the secondary, FE and HE sectors is desirable.</p> <p>Experience of building and maintaining relationships with influencers at schools and colleges and other key relationships, and of developing effective communication plans for these audiences.</p> <p>Experience of University admissions policies and procedures.</p> <p>Experience of supporting key projects in support of student recruitment.</p> <p>Experience of evaluating the impact of recruitment activities and to review and adjust plans as required.</p> <p>Experience of utilising CRM systems for the effective management of student enquiries from enquiry, through application to enrolment is desirable.</p> <p>Experience of building effective internal relationships across all levels of seniority and a wide variety of functions.</p> <p>Experience of and ability to undertake regular activity within the UK and work some evenings and weekends as and when requested.</p> <p>Proven ability to work independently without direct supervision.</p>

Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	N/A
Research, Teaching and Learning	N/A
Professional Practice	N/A
Planning and Managing Resources	Plans, prioritises and manages resources effectively to achieve objectives on time.
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	Uses initiative or creativity to resolve 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: Feb 2018

Signed _____ Date of last review _____
(Recruiting Manager)