

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title:</b> Student Recruitment Officer (International/EU)		<b>Accountable to:</b> Head of UK Student Recruitment	
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b>	<b>Weeks per year:</b>	
<b>Salary:</b>	<b>Grade:</b> 4		
<b>College/Service:</b> SMR	<b>Location:</b> High Holborn		

### Purpose of Role:

Working within the University of the Arts London's Student Marketing and Recruitment Department, and with guidance from the Head of UK Recruitment, you will support the University in realising its student recruitment targets from designated priority international and EU markets.

You will work closely with other colleagues in the department, particularly those with expertise in marketing, CRM and content, to develop and implement recruitment and marketing plans for your allocated markets, primarily focusing on the EU region. You will work collaboratively to increase brand awareness of UAL; promote the benefits of studying at UAL; represent UAL at in-country recruitment events as required and take responsibility for the development and management of an EU agent/representative and feeder school/college network.

The role requires knowledge and experience of the international and EU student recruitment market for higher education, 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 work. The role will include approximately 12 weeks of recruitment travel.

### Duties and Responsibilities

- With guidance from the Head of UK Recruitment and working closely with other colleagues across the Student Marketing and Recruitment department, to support UAL's recruitment objectives through the development and implementation of recruitment and marketing plans for priority international and EU markets.
- To develop, organise, and attend on behalf of UAL as required, targeted recruitment events and activities in your designated markets. To accurately advise/counsel prospective students.
- To develop a strong understanding of the 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, and to use this knowledge to effectively promote UAL to students, parents and key influencers in designated priority markets.
- To develop and manage effective relationships with a network of EU agents/representatives and feeder schools/colleges in designated markets, including taking on the primary communication and liaison role; identifying potential new representation in markets where UAL is not currently represented, and offering training for agent counsellors in-country.
- To build effective working relationships with internal stakeholders including academic recruitment staff across UAL Colleges; Admissions teams, Academic Enterprise (Language Centre, Study Abroad, Artscom and UALAB) and Accommodation Services and to work collaboratively with these stakeholders to support international and EU recruitment.
- To be fully conversant with UAL's admissions policies and procedures. To support staff from across

UAL with enquiries and questions regarding UAL's recruitment procedures and activities, and to liaise with the Admissions Service where further guidance is required.

- To provide comprehensive reports on market visits and to ensure that market intelligence gained through recruitment activity is fed back to colleagues within the Student Marketing and Recruitment Department and to Colleges to inform future activity.
- 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 the new CRM system, developing content tailored to international and EU students, or developing agent/representative and feeder school development strategies for designated markets.

#### **General**

- To work flexibly and be willing to undertake international and EU travel as well as some late evening and occasional weekend work.
- 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, 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.
- 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, as laid down in the Financial Regulations.

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

- Reporting to the Head of UK Recruitment
- Colleagues across the Student Marketing and Recruitment Department
- College Communication, Marketing and External Affairs teams
- College International Offices and academic international recruiters
- International and EU agents/representatives and feeder school/colleges
- Admissions teams
- Academic Enterprise (Language Centre, Study Abroad, Artscom and UALAB) teams
- Alumni Relations teams
- International Relations Unit

#### **Specific Management Responsibilities**

**Budgets:** Manage budgets for specific recruitment events and activities

**Staff:** None

**Other** (e.g. accommodation; equipment): information area and publications

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_  
(Recruiting Manager)

**Job Title: Student Recruitment Officer (International/EU)**

**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 collaboratively with other departments to ensure the delivery of effective student recruitment plans.</p> <p>Experience of promoting higher education, ideally in international and/or EU markets.</p> <p>Experience of managing relationships with overseas representatives/agents, including experience of providing training to counsellors. Experience of working with overseas feeder schools/colleges is desirable.</p> <p>Experience of admissions policies and procedures and understanding of the processes for obtaining a Tier 4 student visa.</p> <p>Experience of supporting key projects in support of student recruitment.</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 travel of up to 12 weeks a year in the UK, EU and internationally, and work some evenings and weekends as and when requested.</p> <p>Proven ability to work independently without direct supervision.</p>

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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: February 2018**