



Job Title: Student Recruitment Events Officer

Grade: 6

Salary: £33,002 to £37,694 per annum, pro-rata if part-time

Department: External Relations

Hours/Contract: Full-time or job share, fixed term contract from 20 May 2026 to 19 May 2027, or until the return of the post holder, whichever sooner.

Job Family: Management and Administration

Reference: 13101

Role Purpose

To support and develop the organisation and delivery of events to recruit students to the University of Leicester. This includes Open Days, Offer Holder Days, campus tours and other group visits for student recruitment purposes.

Resources Managed

The team employs over 100 student ambassadors. The post-holder will be required to supervise these ambassadors on a wide range of events, and contribute towards the regular selection and training sessions.

Within the team, Student Recruitment Events Officers are responsible for the line management of Student Recruitment Events Assistants. The post-holder will be expected to support and provide cover for line management duties as required.

Main Duties and Responsibilities

- Supporting and developing the organisation and delivery of Offer Holder Days on behalf of all undergraduate departments within the University. Communicate with key stakeholders within the University.
- Supporting and developing the organisation and delivery of undergraduate and postgraduate Open Days. Communicate with key stakeholders within the University.
- Organising and delivery of other Student Recruitment Events, such as campus tours, accommodation open house and events for Clearing.
- Supporting and delivering digital events.
- Assisting with the recruitment and training of Leicester Ambassadors (students who assist with student recruitment and outreach work), and new staff within the student recruitment team.
- Support the Future Students Office with other events as required.

Internal and External Relationships

- External suppliers: Liaising with a range of external suppliers to make arrangements for parking, signage, coach travel between sites and other essential aspects of campus visits.
- Students and parents: responsible for providing specialist, credible, professional advice to prospective students and their parents on a wide range of issues relating to HE.





- Academic schools: responsible for building working relationships with academic and support staff in academic schools in order to facilitate the effective delivery of central and subject specific recruitment events.
- Professional Services: will need to build close working relationships with key staff in other corporate services (e.g. Campus Services, Residential Services, Teaching and Learning Support, Finance), to ensure effective delivery of a wide range of activities and events.
- External Relations: the post-holder will need to work closely with Divisional colleagues to maximise the quality, effectiveness and consistency of all student recruitment activity. This includes, but is not limited to, web, design, insight, content, communications and the Future Students Office.

Planning and Organising

The role requires high levels of planning and organisation:

- Large scale events are schedule up to a year in advance, to fit around school calendars, the University calendar and the recruitment cycle.
- Smaller events need to fit within the cycle, and priority given to target schools and colleges.
- Timing of school, enquirer and applicant communications is key, and planning ahead with an awareness of the distinct peaks and troughs of activity is critical.

Within these parameters, the post holder will need to:

- Plan and organise own workload to ensure that requirements are met for multiple projects.
- Organise the delivery of events both inside and outside the University, including travel, resources and support materials.
- Organise the delivery of distinct communications plans to internal stakeholders, ensuring that deadlines are met.

Qualifications, Knowledge and Experience

Essential

- Experience of managing large scale events*
- Educated to degree level or equivalent experience

Desirable

- Experience working within 13-19 education, further education or higher education.*
- Knowledge of the UK Higher Education system with a strong understanding of current policies and practices in relation to university and student funding, the Widening Participation agenda, and the role of marketing in Higher Education
- Some experience of primary research, data collection and analysis
- Some supervisory experience*

Skills, Abilities and Competencies

Essential

- Excellent verbal and written communications skills.*





- Strong interpersonal skills at all levels including the ability to engage with young people, parents, teachers, advisers as well as academic and support colleagues in the University
- Ability to manage a complex and varied workload, to work under pressure and to tight deadlines, and to work on own initiative.*
- Ability to analyse data to provide information for reports
- Excellent IT and word processing skills, including MS Teams, Word, Excel and Outlook
- Ability to demonstrate behaviours that are in accordance with the University values of inclusive, inspiring and impactful.

Desirable

- Ability to devise and deliver relevant training programmes.
- Confident and able public speaker.
- Full driving licence.

**Criteria to be used in shortlisting candidates for interview*

Reason for Fixed Term Contract

The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Freedom of Speech

The University is committed to upholding freedom of speech and academic freedom within the law throughout our recruitment processes. We ensure that all candidates are considered based on merit and suitability for the role, without regard to their lawful viewpoints or the expression of challenging or





controversial ideas. Our recruitment policies and practices are designed to protect applicants from discrimination or adverse treatment on the basis of their opinions, and to foster an environment where open debate and diverse perspectives are valued as essential to our academic mission.

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

