

Job Title: UK Student Recruitment Officer (London and South)

Grade: 6

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

Department: Future Students Office

Contract: Full-time or job share, Permanent

Job Family: Management and Administration

Job Reference: 12263

Role Overview:

The role of UK Student Recruitment Officer is based within the Future Students Office at Leicester and the focus is to lead on the recruitment of UK students across London and the South. The regional role will encompass home student recruitment and outreach with the percentages involved reviewed based on performances, market insight and candidate preference. The purpose of the role is:

Role Purpose:

- To develop and deliver a regional market plan for Home students in London and the South, in collaboration with members of the Future Students Office and other University stakeholders as appropriate.
- To lead the identification and development of relationships between the University of Leicester and key pipelines within London and the South.
- To develop, manage and implement strategies to realise the university's commitment to widening participation in higher education and to strengthen recruitment to the university from identified target groups.
- To develop and manage the recruitment channels for specific areas of Greater London and deliver against the recruitment targets for those areas.
- To implement a coherent and effective approach to market, engaging with students plus their key influencers to support positive brand awareness and business development.
- To work closely and effectively with the wider marketing and recruitment team, to ensure a sector leading approach to market through the delivery of a wide variety of on and off campus events, exhibitions, presentations and other activities.





Main Duties and Responsibilities

- Developing strategically focussed, timely regional plans that articulate market development priorities and opportunities and demonstrate how the objectives of London and the South will be delivered to meet the strategic objectives.
- Responsible for the ongoing reporting of regional activities, ensuring accurate and timely updates, while continuously evaluating their success and impact to inform future strategies and improvements.
- Planning successful, time and cost-effective recruitment trips ensuring key objectives and individual targets are met.
- Prepare and deliver presentations to a wide range of issues related to Higher Education, including applying, student finance, student life, careers, etc.
- Provide prospective students and their advisers with specialist advice on the university admissions procedure (and admissions to the University of Leicester), and on student finance.
- Establish, maintain and develop relationships with target schools and colleges in London and the South and encourage them to seek the University of Leicester's input into their advice and guidance events.
- Assist with and support the delivery of Open Days, Offer Holder Days and off campus or digital subject specific taster days – key events in the University's recruitment calendar.
- Work with, advise and assist academic departments with the delivery of subject specific events and activities.
- Contribute to the preparation of marketing materials for prospective students, including the development of communication plans, copywriting and proof-reading.
- Conduct and analyse market research on student choice, and where appropriate, make recommendations on improving and developing the services we offer.

Internal and External Relationships

- Teachers and Advisers in Schools and Colleges: Responsible for building day-to-day working relationships, and strategic long-term relationships with all areas of the school and college sector, through visits, events, meetings, telephone and both formal and informal email and print communication.
- Students, parents and carers: responsible for providing specialist, credible, professional advice to prospective students and their parents on a wide range of issues relating to HE.
- External Relations: the post-holder will need to work closely with Divisional colleagues to maximise the quality, effectiveness and consistency of all undergraduate communications activity.
- Academic departments: responsible for building working relationships with academic and support staff in academic departments in order to facilitate the effective delivery of central and subject specific recruitment strategies and events.





- Professional Services: will need to build close working relationships with key staff in other corporate services (eg. Estates and Campus Services, Registry, Finance), so ensure effective delivery of a wide range of activities and events.

Planning and Organising

The role requires high levels of planning, organisation and self-motivation:

Large scale events are scheduled 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, ensuring that deadlines are met.

Qualifications, Knowledge and Experience

Essential

- Educated to degree level or equivalent.*
- Experience working within 13-19 education, further education or higher education.*
- Knowledge of the Higher Education application process*
- Cultural awareness and sensitivity
- Based in/ live a commutable distance from London

Desirable

- A professional marketing qualification
- Experience of copywriting and developing communications plans
- 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.*





- Must be a confident and able public speaker.
- Must be able to work interactively with young people in a classroom environment.*
- 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.*
- Ability to write reports, correspondence and other documentation.*
- Excellent IT and word processing skills, including MS Office Word, Excel and Outlook.*

Desirable

- Ability to devise and deliver relevant training programmes. •
- Full driving licence.*

(*Criteria to be used to shortlist candidates for interview)

Criminal Declaration and Disclosure and Barring Service (DBS)

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.

This post is exempt from the Rehabilitation of Offenders Act 1974 because the appointee will have substantial access to young people and/or vulnerable adults. Therefore, an appointment to this post will be subject to checking through the Disclosure and Barring Service (DBS). The successful applicant for this post will, therefore, be required to give consent for the University to check and obtain appropriate clearance with the DBS for the existence and content of any criminal record in the form of an [enter level of disclosure].

Information received from the DBS and the police will be kept in strict confidence and will be destroyed once the University is satisfied in this regard.

Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.





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

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 equity 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 equity, diversity and inclusion.

