



Job Title: Global Recruitment Support Officer
Grade: 5
Salary: £26,707 to £31,236 per annum, pro-rata if part-time
Department: Future Students Office
Hours/Contract: Full-time or job share, Permanent
Reference: 12608

Role Purpose

Working as part of the Global Recruitment Team (UK, EU, International and Widening Participation) within the Future Students Office (FSO), your role will involve remotely supporting student recruitment efforts in the UK, North America and other (new) targeted markets, with a primary focus on conversion activities within the UK International market. You will also serve as a central point of contact for the international recruitment team.

- To support the development and delivery of the UK-based Recruitment and Partnership Development Plan
- To support the management of recruitment channels for UK International and North America and other designated market recruitment and deliver against the recruitment target for these markets.
- To support the implementation of 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

UK International and North America Recruitment Support

- Responsible for supporting the team in achieving the recruitment targets for the assigned region, in line with corporate objectives
- Extensive travel in the UK, with an expectation of regular events attended per academic year to include representing Leicester at exhibitions, visiting UK-based agents, international schools, pathway colleges, language schools as well as other key partners and educational representatives in market to present a positive image of the university.
- Prepare and deliver presentations to prospective students, agents and parents about a wide range of issues related to Higher Education, including applying, 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).
- Assist with and remotely support the organisation and delivery of international recruitment activity from North America and other designated markets.
- Provide marketing support for the UK, North America and other designated markets to enhance brand presence, engagement and strategic outreach efforts.

To support all student recruitment partners, activities and events, which includes:





- Assist and support the wider Global Recruitment Team with the delivery of Open Days, Schools' Taster Conference, Agent conferences, UCAS Applicant Visit Days and off campus, subject specific taster days – key events in the University's recruitment calendar.
- Resolving and escalating as appropriate, enquiries from individual students by phone, email and personal visit; programmes for overseas visitors, conducting campus tours, and giving brief presentations.
- Providing appropriate back-up service support for our offshore staff on a day-to-day basis
- Assist and support the University's social media channels' operation and marketing activities incl. live-streaming graduation ceremonies, Digital/Offshore Open Day, conversion call campaign – key events in the University's marketing communication calendar.
- Where necessary, supervising the work of temporary members of staff (such as international student ambassadors)
- Undertake other ad-hoc tasks deemed important to the delivery of Leicester's Global recruitment objectives
- Act as the main point of contact for the international recruitment office central team, monitoring the central inbox and coordinating with the student ambassador team to welcome overseas visitors and guests during the campus visit.
- Support in researching and identifying new regions for international student recruitment and expand global outreach and enhance enrolment opportunities

Internal and External Relationships

External relationships: outside the University, the post holder has frequent and daily contact with international agents, education institutions, prospective students and external companies (such as hotels, logistics firms and travel companies) by e-mail and phone, regarding events, school visits, student applications (and associated issues).

Internal relationships: within the Future Students Office the post holder must be able to operate as an effective team member, supporting other colleagues and keeping them briefed on relevant aspects of the work; regular contact with colleagues in academic departments; regular contact with Student Ambassadors; frequent contact with colleagues in the wider Division of External Relations and beyond, in order to deal with a range of recruitment related issues, this would typically include, the Admissions Office, Marketing and Communications, Print Services, Unitemps, English Language Teaching Unit, Student Records, Welfare Service, Accommodation Office.

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, smaller events need to fit within the cycle, and priority given to priority agents and partners.
- Timing 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.

Qualifications, Knowledge and Experience

Essential

- Educated to a good first degree or have relevant experience *
- Experience of studying in a UK university*
- Cultural awareness and sensitivity*
- Some previous office experience, ideally in a student ambassador or other customer service-based environment or an academic environment*
- Knowledge of the Higher Education applications process*

Desirable

- Experience of more than three-year working within the UK higher education sector or an international recruitment agency.*
- Knowledge of UK International market in UK higher education sector*
- 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*
- Fluent second language usage in writing and daily communication*

Skills, Abilities and Competencies

Essential

- Excellent administrative, word-processing and IT skills, especially Word, Excel, and use of the Internet*
- Articulate, confident and competent in the use of database systems and electronic communications*
- Well-developed written and spoken communication skills in English*
- Well-developed skills in marketing communications
- Good customer care skills together with excellent interpersonal, organisation and teamworking skills
- Initiative and ability to prioritise own workload and to be flexible
- Well-developed organisational abilities including: attention to detail; ability to prioritise; ability to implement, maintain and initiate changes to office procedures, keep accurate records and produce status or progress reports
- An interest in student affairs in general, and international students in particular, together with experience of working with people from a wide variety of backgrounds





- Cultural sensitivity: awareness of the international perspective of the work of the Office in terms of the diversity of the student body and our relationships with overseas organisations

Desirable

- Well-developed written and spoken communication skills in English and a second language
- Willingness to work flexibly, and to be capable of representing the University at recruitment and promotional events within the UK, involving some out of hours and weekend working

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

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 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 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 equity, diversity and inclusion.

