

JOB DESCRIPTION

Job title:	Senior Recruitment and Outreach Officer
Department:	Marketing and Student Recruitment
Salary:	Grade 6, £24,983 - £29,799 pa.
Job details:	Full time, permanent (35 hours per week)

Main purpose of job:

To maximise the University's recruitment of undergraduate and postgraduate students through the delivery of recruitment strategies and relationship building campaigns across the UK and Ireland. To support the delivery and reporting of key Widening Participation programmes targeting under-represented groups in higher education, for example mature students and individuals from care backgrounds. To undertake project work in relation to the strategies of local National Collaborative Outreach Programmes (NCOPs) and the overall task of widening participation to higher education.

Responsible to:	Student Recruitment and Outreach Manager
Responsible for:	Graduate Intern team
Relationships with:	Staff, students, parents/carers, schools, colleges, careers advisors, HE partners

Key tasks

- 1 Line manage a team of Graduate Interns and to be responsible for designing, delivering and monitoring the success of a range of recruitment and outreach activities delivered to schools and colleges across the UK and Ireland.
- 2 Responsible for planning high quality and innovative access and widening participation activity that is targeted to students in an agreed portfolio of schools and colleges.
- 3 Main point of contact for internal academic liaison to inform, guide and support the development of RAU subject specific activity to be incorporated into recruitment and outreach programmes delivered to schools and colleges.
- 4 Plan, co-ordinate, deliver and report on a wide range of outreach activities, on and off-campus, including: summer schools, subject enrichment activities and Higher Education Experience sessions targeting under-represented groups such as mature learners and looked after children.
- 5 Represent the University on relevant NCOP committees and working groups in both Swindon and Gloucestershire and provide recommendations to the Student Recruitment and Outreach Manager.
- 6 Evaluate and monitor the effectiveness of all events, providing quantitative and qualitative information to the Student Recruitment and Outreach Manager and senior leaders to further development activities and outcomes against benchmarks.
- 7 Attend events and co-ordinate the attendance of staff and student representation, as appropriate, to provide an approachable, informative and persuasive service.

- 8 Deliver inspiring presentations to a range of audiences, including prospective students and their parents/carers and teachers and organise an annual Teachers' Advisors' Conference for partner schools and colleges.
- 9 Build and develop effective working relationships with staff and students within the RAU's schools and college liaison network whilst identifying new opportunities for collaboration, engagement and student recruitment.
- 10 Use relevant systems to capture student data at events and, where appropriate, work closely with colleagues to contribute to the effective management of enquiries from prospective students through to enrolment completion.
- 11 Represent the University on internal and external committees, working groups and networks as appropriate.
- 12 Monitor on-going expenditure to ensure that all activity is carried out within the agreed budget.
- 13 Assist Marketing and Student Recruitment colleagues with events including: shows and fairs, open days, applicant days and taster courses.
- 14 Undertake such other reasonable responsibilities and tasks assigned by the Head of Department and Line Manager commensurate with the grade of post.
- 15 Be willing and able to deliver events across the UK and Ireland including some evening and weekend work.

PERSON SPECIFICATION

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Test / Exercise D) Presentation
Educated to Degree level standard or equivalent	E	A
Recent experience of student recruitment, widening participation, admissions or business development, ideally in a Higher Education Environment	E	A,B
Excellent communication and presentation skills, written, verbal and interpersonal at all levels	E	A,B,C
Excellent front of house and customer service skills	E	A,B
Excellent organisation and project management skills	E	A,B
A flexible approach with the ability to undertake frequent travel and the ability to set up exhibition stands	E	A,B
Experience of developing strong relationships and identifying new opportunities with a variety of internal and external stakeholders	E	A,B

Experience of creating promotional literature for online, print or social media.	D	A,B
Experience of line management	D	A,B
Experience of managing budgets	D	A,B
Experience of creating concise reports based on evaluation of statistical information and market research	D	A,B
Awareness of developments in UK secondary, FE and HE	D	A,B

Special requirements
The post holder must be capable of moving heavy items up to 20 kg.
Satisfactory completion of an enhanced DBS check.
The post holder will be required to travel within the UK, frequently having to stay away overnight at key recruitment periods and must hold a full driving licence.
There may be a need to work at weekends and evenings.

TO APPLY:

Application Process:

If you are interested in applying for this role, please send:

- Your up-to-date CV or an application form (application forms are available on the University website www.rau.ac.uk)
- A covering letter explaining your interest and motivation for applying, along with how your experience and qualifications suit you for the role
- Details for two referees

Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to human.resources@rau.ac.uk

Closing date for application forms is **5.00pm 20th November** with interviews on **1st December 2017**
