



Applicant Experience & Conversion Officer (UK)



ROLE DESCRIPTION

GRADE

Grade 4

LOCATION

Sighthill, Edinburgh

LINE MANAGER

Enquirer and Applicant
Experience Manager


ROLE SUMMARY

Based within the wider International Operations and Student Recruitment team, the Enquirer and Applicant Experience team undertakes work that is key to supporting the achievement of the university's student recruitment targets. The team has strategic oversight of the systems used through the applicant journey (e.g. CRM, data capture, peer-to-peer chat) as well as responsibility for ensuring fantastic customer experience at all stages of enquiry and application. This includes:

Enquiry Management – a centralised team that receives and resolves enquiries from prospective students and their supporters at all points of the applicant journey, seeking to progress enquirers to the next stage at all times.

Conversion – segmented and targeted outbound multi-channel communications to leads, applicants and offer-holders to continuously improve the applicant experience and conversion rates at all stages of the journey.

The Applicant Experience & Conversion Officer (UK) will plan, implement and manage conversion activity for the University's core UK undergraduate and postgraduate student recruitment markets reaching prospective students throughout all stages of their journey and continuously enhancing the



applicant experience. The role holder will work closely with colleagues across the University to deliver a coordinated and effective approach to all conversion activity across both digital and traditional channels, measuring impact to inform future strategies. The role holder will be expected to leverage maximum benefit from the University's Student Recruitment CRM system and HTML communication tools to aid the achievement of the University's student number targets.

LINE MANAGEMENT RESPONSIBILITY FOR:

This role does not have any line management responsibilities currently.

MAIN DUTIES AND RESPONSIBILITIES

- To support the development, implementation and monitoring of Edinburgh Napier's student recruitment strategies in relation to the University's core UK undergraduate and postgraduate market, working in partnership with staff across the University.
- Produce an annual conversion plan in consultation with the regional recruitment lead, and in line with the University's Strategic Plan and UK student recruitment plans, that delivers a personalised suite of engagement points for all enquirers and applicants.
- To work closely with colleagues across the University to coordinate and implement conversion campaigns and activities (including phone/online/social media/in-person) for enquirers and applicants to support the achievement of UK student recruitment targets.
- To act as a superuser of the University CRM system and implement a fully automated email communication journey that is personalised at the point of delivery and tailored to meet the needs of distinct student groups, using sophisticated enterprise email tools.
- To develop innovative tools and techniques (e.g. personalised video, whatsapp, sms) that target specific groups of offer holders to drive them towards confirming their offer, using key influencers in their student journey, including current students and recent alumni.
- To coordinate with colleagues to ensure parity in messaging between UK & International audiences at all stages of the recruitment cycle, to develop a shared understanding of the conversion process and to deliver an integrated timeline of communications and marketing collateral.
- Act as a main point of contact for a wide range of academic and professional service colleagues on planned UK conversion activity, using information from all possible sources to inform, develop and enhance future activities.
- Working with colleagues within Marketing and External Relations and the University's Schools, create market specific (e.g. Rest of UK/Postgraduate) communications and interventions to support the applicant experience and conversion activities.
- To undertake monitoring and evaluation of conversion activity, including student feedback and use of statistical data, to inform and optimise future activity.
- To contribute to the delivery of the University's core on-campus recruitment programmes including University Open Days, and provide support to Academic School based conversion events, through delivery of relevant communications and supporting the use of core event management systems linked to CRM.
- To stay up to date with sector developments in conversion marketing and CRM to ensure that working practices are sector-leading.
- Contribute to the overall operations of the International Operations & Student Recruitment Directorate by:
 - working in partnership with staff in Academic Schools, Student & Academic Services and other professional services to provide information and advice on UK Student attending and contributing fully to team meetings and events
 - contributing to the operational planning and development of UK Student Recruitment processes and activities

- participating in committees, working groups and project teams as appropriate
 - participating in the University's Professional Development Review scheme.
- Undertake any other duties as may reasonably be required by the Enquirer and Applicant Experience Manager.
- Work in line with the University's Values Statement which sets out to ensure that the University will be recognised as one which is professional, ambitious, innovative and inclusive. That in our dealings with others we will act with respect and integrity and that we will create an environment in which everyone involved with the university feels proud, confident, challenged and supported.
- Role model the University's values & behaviours.
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).

PERSON SPECIFICATION

ESSENTIAL

DESIRABLE

EDUCATION / QUALIFICATIONS

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|--|---|---|
| • Degree or equivalent. | ✓ | |
| • Postgraduate or professional qualification in a related field such as computing, data science, business, marketing, communication or PR. | | ✓ |

SKILLS / EXPERIENCE

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|--|---|---|
| • Demonstrable knowledge of, and experience in student recruitment, marketing, communications or similar areas. | ✓ | |
| • Experience of supporting conversion activities AND/OR track record of communicating with prospective customers. | ✓ | |
| • Experience of developing written content for digital distribution. | ✓ | |
| • Experience of working in the Higher and/or Further Education sector. | | ✓ |
| • Experience in developing and planning promotional campaigns. | | ✓ |
| • Experience of customer relationship building and management, using CRM practices and systems. | | ✓ |
| • Excellent oral and written communication and presentational skills. | ✓ | |
| • Excellent eye for detail and accuracy. | ✓ | |
| • Strong organisational skills and ability to work independently and effectively as part of a team, and collaboratively with a wide range of colleagues. | ✓ | |
| • Customer focussed with lively, collaborative and committed approach to work. | ✓ | |
| • Creative thinker and self-motivating, with the ability to use initiative. | ✓ | |
| • Willingness to work flexible hours; including evening and weekend work. | ✓ | |
| • Good Microsoft Office skills and demonstrated experience working with at least one industry standard CRM AND/OR enterprise email platform. | ✓ | |



	ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> A good understanding of the educational aspirations and needs of a range of young people and adults. 		✓
<ul style="list-style-type: none"> Well-developed understanding of the needs of different client groups. 		✓