

Senior Student Recruitment Events Officer



ROLE DESCRIPTION

GRADE

Grade 5

LOCATION

Sighthill, Edinburgh

LINE MANAGER

UK Student Recruitment
& Widening Participation
Manager

ROLE SUMMARY

The UK Student Recruitment and Widening Participation team is based within the International Operations and Student Recruitment professional services directorate. The IO&SR directorate supports the delivery of the wider university strategies delivering effective and responsive recruitment, admission and administration services to support the student journey both in Edinburgh and in conjunction with our partners around the world.

The UK Student Recruitment and Widening Participation team take a leading role in supporting the achievement of the university's recruitment and WP targets. The work of the team includes the delivery of an annual programme of events targeted at raising awareness of the university, liaison with key schools and colleges that act as feeder institutions to the University and the provision of support and guidance to students from WP backgrounds in order to promote their transition to University.

The Senior Student Recruitment Events Officer will manage a small team and have primary responsibility for planning and delivering an annual series of recruitment events for both the undergraduate and postgraduate markets, including flagship open days in addition to smaller, targeted events.



LINE MANAGEMENT RESPONSIBILITY FOR:

This role has line management responsibilities for Student Recruitment Events Officer & Events Intern.

MAIN DUTIES AND RESPONSIBILITIES

- To line manage a small team of student recruitment events professionals, overseeing work and motivating the team to achieve successful outcomes.
- To contribute to the development, implementation and monitoring of a coordinated approach to Edinburgh Napier's strategies and plans for student recruitment, working in partnership with staff across the University.
- To take a lead role in planning and managing the annual schedule of undergraduate and postgraduate student recruitment events including key University Open Days and smaller scale events (including virtual and social media activity), undertaking project work as required.
- To ensure that all events are delivered to specification and on budget, ensuring value for money for the University.
- To work with colleagues across the University to plan promotional and communication campaigns that support the delivery of successful student recruitment events.
- To work in close collaboration with the Enquirer and Applicant experience team in managing the systems with regard to event management, such as registration forms and subsequent integration with CRM.
- To build and manage effective internal relationships with School staff, ensuring their support for student recruitment events and leading on subject-specific events to support targeted recruitment activities.
- To build on current market research and intelligence to improve our understanding of the student recruitment event market, including the development of customer profiles.
- To evaluate and monitor the effectiveness of student recruitment events, including student feedback and post-attendance behaviour, to inform future planning.
- To plan the annual series of external recruitment events (e.g. exhibitions/conventions) for undergraduate and postgraduate recruitment, including the development of a schedule, staff resourcing and stand dressing.
- To attend external recruitment events in Scotland, RUK and the Republic of Ireland, in accordance with the Student Recruitment Strategy and supported by data-driven planning.
- To lead on the planning and delivery of campus tour and drop-in sessions, ensuring students are able to make the most of visits to our campuses.
- To contribute to the overall management of the UK Student Recruitment and Widening Participation team by:
 - working in partnership with staff in Schools, Marketing and External Relations and other professional services to provide information and advice on UK Student Recruitment and Widening Participation functions
 - attending and contributing fully to team meetings and events
 - contributing to the operational planning and development of UK Student Recruitment and Widening Participation inputting into the recruitment, selection and induction of staff
 - participating in committees, working groups and project teams as appropriate

- participating in the University's Personal Development Review scheme.
- To deputise for the UK Student Recruitment and Widening Participation Manager in his/her absence.
- To undertake any other duties as may reasonably be required by the UK Student Recruitment and Widening Participation Manager.
- 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

- | | ESSENTIAL | DESIRABLE |
|--|-----------|-----------|
| • Degree or equivalent. | ✓ | |
| • Postgraduate or professional qualification for example in marketing, communications or event management. | | ✓ |

SKILLS / EXPERIENCE

- | | | |
|--|---|---|
| • Experience in student recruitment, HE marketing, communications or similar areas. | ✓ | |
| • Experience of events management. | ✓ | |
| • Customer relationship building and management. | ✓ | |
| • Experience of project management. | | ✓ |
| • Experience in developing and planning promotional campaigns. | | ✓ |
| • Supervisory experience. | | ✓ |
| • Creative thinker and self-motivating, with the ability to use initiative. | ✓ | |
| • Ability to work effectively as part of a team. | ✓ | |
| • Good interpersonal, communication and organisational skills. | ✓ | |
| • Excellent proven presentation and customer service skills, together with negotiating and influencing skills. | ✓ | |
| • Client focussed with lively, collaborative & committed approach to work. | ✓ | |
| • Willingness to work flexible hours including evening and weekend work. | ✓ | |
| • Valid UK Driving Licence. | ✓ | |
| • Ability to prioritise competing demands and meet deadlines. | ✓ | |
| • Good Microsoft Office skills. | ✓ | |



ESSENTIAL

DESIRABLE

- A good understanding of the educational aspirations and needs of a range of young people and adults.
- Ability to lift and carry equipment and materials.

