**PART 1 – TO BE COMPLETED FOR ALL ROLES**

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| **Student Recruitment Officer** | Triangle25mmRGB |
| **Role Description** |  |

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| **Grade & Salary:** | | Grade 4 |
| **Campus Location:** | | Sighthill |
| **Line Manager:** | | UK Student Recruitment Manager |
| **Line Management Responsibility for:** | | Not applicable |
| **Role Summary:** | | The UK Student Recruitment team is based within International Operations and Student Recruitment professional services directorate. The directorate supports the delivery of the wider University 2020 and Internationalisation 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 team leads the development and implementation of the University’s strategies and plans for UK student recruitment, seeking to achieve key student number targets at both Undergraduate and Taught Postgraduate levels. The UK Student Recruitment team are charged with developing and maintaining relationships with prospective students (at the enquiry, applicant and offer holder stage), target schools, and colleges. Through high quality interactions and events, we aim to promote Edinburgh Napier as a study destination of first choice, providing information and guidance that enable prospective students to make an informed choice about what and where they want to study.  The Student Recruitment Officer will assist with planning, implementing and managing recruitment and conversion activity for the University’s core UK undergraduate and postgraduate markets. The role holder will work closely with colleagues across the University to deliver a corporate approach to all student recruitment & conversion activity, combining the use of a range of media to facilitate this, including online content, email, social networking and other electronic and hard copy documentation. |
| **Main Duties and Responsibilities** | | |
|  | To support the development, implementation and monitoring of Edinburgh Napier’s UK student recruitment strategies in relation to the University’s core UK undergraduate and postgraduate market, working in partnership with staff across the University. | |
|  | To attend regular outreach events across the UK, such as exhibitions, school fairs, career conventions etc. | |
|  | To work closely with colleagues across the University to coordinate and implement conversion campaigns and activities (including online/social media/in-person) for enquirers to support the achievement of UK student recruitment targets. | |
|  | Act as a main point of contact for a wide range of academic and professional service colleagues on planned UK Student Recruitment conversion activity, using information from all possible sources to inform, develop and enhance future activities. | |
|  | Working with colleagues within Marketing & External Relations, produce market specific (e.g. Widening Participation/Rest of UK/Postgraduate) communications and online content to support recruitment and conversion activities. | |
|  | To undertake monitoring and evaluation of recruitment activity, including student feedback and use of statistical data, to inform future planning. | |
|  | 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 events. | |
|  | To build and manage effective relationships with key market influencers e.g. teachers and careers advisers to support recruitment & conversion activity. | |
|  | To deliver presentations and workshops to potential applicants, their parents and other key influencers to promote and raise awareness of Edinburgh Napier University if required. | |
|  | Contribute to the overall operations of the UK Student Recruitment team by:   * working in partnership with staff in Academic Schools, Student & Academic Services and other professional services to provide information and advice on UK Student Recruitment functions * 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 UK Student Recruitment 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. | |

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| **Person Specification** |  |

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| **Attributes** | **Essential Requirements** | **Desirable Requirements** |
| Education/Qualifications | Degree or equivalent | Postgraduate or professional qualification in a related field such as business, marketing, communication or PR. |
| **Experience** | Demonstrable knowledge of, and experience in communications, marketing, student recruitment or similar areas.  Experience of supporting conversion activities AND/OR track record of communicating with prospective customers.  Experience of developing written content to aid in the recruitment of students. | 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. |
| **Skills/Personal Requirements** | Excellent oral and written communication and presentational skills.  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 travel in the UK, evening and weekend work.  Valid UK driving licence.  Good Microsoft Office skills. | A good understanding of the educational aspirations and needs of a range of young people and adults.  Well-developed understanding of the needs of different client groups. |

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