

## JOB DESCRIPTION

**Job Title:** Student Recruitment Lead

**Grade:** SG6

**Department:** UK Student Recruitment

**Responsible to:** Student Recruitment Operations Manager

**Responsible for:** Student Recruitment Officer and Student Recruitment Assistant

**Key Contacts:** Deputy Head of Student Recruitment

**Standard Occupational Classification (SoC code):** N/A

**Non-Contractual Nature of Role Profile:** This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

### PURPOSE OF ROLE

The primary focus of the post is to plan and deliver student recruitment and conversion activity driving prospect generation, student applications and applicant conversion to the University.

Working collaboratively with colleagues across the University, the Student Recruitment Lead will liaise with academic departments and professional services staff to deliver activity ensuring a positive high-quality journey for future students and their supporters from prospects through to enrolment (including enquiry management and conversion communications, delivering content at Open Days and other events, and attending UCAS Fairs). In addition, the post holder will take full responsibility for the launch of new courses, creating and coordinating the completion of new programme launch plans.

The post holder will balance responsibility for leading the delivery of all student recruitment related activity for the University with the additional responsibilities of line management and of deputising, when required, for the Student Recruitment Operations Manager. The post holder will monitor, manage, and allocate workloads to recruitment staff, including a large pool of student staff, and act as line manager for Student Recruitment Officer and Student Recruitment Assistant, leading on their appraisal, staff development, recruitment, and training, under the guidance from the Student Recruitment Operations Manager.

## **KEY ACCOUNTABILITIES**

### **Team Specific:**

- To plan, deliver and monitor enquiry management for all prospects and applicants through main cycle to clearing, ensuring maximum prospect data capture and excellent customer service across all channels (including phone, on-line chat, email, social media, CRM, student blogs and any other appropriate communication channels)
- Be the lead representative for the University's student recruitment activity creating and delivering an effective suit of in person and online recruitment presentations, talks, and workshops, which cover the entire applicant journey, and train colleagues to deliver them, for use at Open Days and other recruitment events
- Responsible for updating the University's content on UCAS's website and the recruitment content on the University's website, to ensure that accurate information is available and effective messaging is used to inform enquirers
- Lead the operational launch of new courses, creating, coordinating, and completing, new programme launch plans to ensure their positive launch to market
- Lead on the operational creation and delivery of communication plans to encourage applicant conversion at all stages of the applicant journey and utilising different communication channels, including email communications, print communications, text messages and phone call outs for maximum impact
- Maintain both an in-depth knowledge library of the University's courses and their offering, and a detailed manual of the applicant journey and FAQs, developed through close working with academic departments and professional services teams, and used to underpin the success of all recruitment activity and ensure accurate information is provided to potential students
- Project lead for operational delivery of workstreams for the recruitment team (e.g. Clearing, UCAS Course Collect, UCAS Fairs, etc)
- Ensure recruitment activity is compliant with University policies, processes and wider legislative requirements including CMA guidance for HE providers and keep abreast of current issues and best practice within HE
- Evaluate recruitment activity, and monitor and prepare information and reports on recruitment activity and key performance indicators
- Monitor the needs of potential applicants and developments in the sector (including competitor analysis), and be proactive in developing

ideas and solutions to help meet these to enhance prospect generation and applicant conversion

- To monitor performance and manage the day-to-day activities of Recruitment Officers/ Assistants and part-time student staff
- To undertake line management duties of Student Recruitment Officer and Assistant, leading on appraisal, staff development, recruitment, and training, under the guidance from the Student Recruitment Operations Manager.
- Act as lead recruitment contact for assigned Faculty, liaising closely with Faculty colleagues to ensure recruitment objectives are achieved through regular meetings.
- Develop and maintain effective relationships internally across Faculty and professional service teams (e.g. Marketing, Content, Digital, Social, ILS and other teams) and externally (e.g. suppliers), in order to meet recruitment goals
- Train and brief staff and student staff on recruitment operations, knowledge, and customer service ethos relevant to the recruitment activity
- Deputise for Recruitment Operations Manager in times of annual leave or sickness
- To participate as appropriate in University groups, committees or projects as they arise representing the department
- To participate in Open Days and other university events as required, including supervising staff.
- To carry out other reasonable duties as specified by the Student Recruitment Operations Manager.

**Generic:**

- Must have a detailed and comprehensive knowledge of all University degree offers
- Must be an ambassador for the University Brand
- Must be willing to embrace the shared values and required behaviours of the Marketing and External Relations Directorate and University (Collaboration, Inclusivity and Impact)
- Must have effective communication skills both verbal and written to ensure that effective partnerships are forged and maintained using appropriate communication which is understood by all parties
- Must have appropriate administrative management skills gained through practical application and experience
- Motivate, be flexible and supportive of team members at the same time as setting performance expectations and monitoring and addressing performance

- To support and provide cover for colleagues within the Directorate of Marketing and External Relations, and the Student Recruitment and Admissions team
- To be proactive in problem solving and resolve issues as they arise with compassion, transparency and an openness to collaborate with the Student Recruitment Operations Manager

**Managing Self:**

- Actively seeking awareness of own worldview, positive attitudes towards cultural differences, and knowledge of different cultural practices to inform cross-cultural working, communication and problem solving (i.e. cultural competence)
- Maintain a professional approach at all times through the application of effective relevant skills
- Ability to plan and prioritise workload
- Ability to work on own initiative
- Manage work effectively and deliver under pressure
- Working with other staff effectively to help maximise their performance by working as one team
- To report back to the Student Recruitment Events Manager and Head of Student Recruitment on progress against task, including successes and problems as appropriate

**Core Requirements:**

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

**Additional Requirements:**

Flexible approach to work, with a willingness and ability to work hours outside of those contracted at certain times of the year, including evenings and weekends on occasion (for example clearing, open days, etc).

The role, although based at the Avery hill campus, is expected to work across all 3 sites (Avery Hill, Greenwich and Medway) as and when required, and requires travel to events across the UK.

Restricted annual leave in place throughout Confirmation and Clearing period (August).

Recent Disclosure and Barring Service (DBS), and able to work with children and/or vulnerable persons.

Up to date Enhanced Disclosure and Barring Service (DBS) check, and able to work with children and/or vulnerable persons.

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that UK Student Recruitment delivers the required level of service.

**KEY PERFORMANCE INDICATORS:**

- Meet prospect capture and lead generation targets
- Delivery of student recruitment application targets
- Improved conversion
- Reduced reliance on Clearing
- Delivery of enrolment targets

**KEY RELATIONSHIPS (Internal & External):**

- Head of UK Student Recruitment and Admissions
- Deputy Head of Student Recruitment and Deputy Head of Admissions
- Student Recruitment Operations Manager, Events Operations Manager, and Admissions Operations Manager
- Student Ambassador Manager
- Colleagues within UKSR and the wider Marketing and External Relations Directorate
- Faculty schools and colleges representatives
- Colleagues within other Directorates of Professional Services

## PERSON SPECIFICATION

### EXPERIENCE:

#### Essential Criteria

- Demonstrable knowledge of the applicant journey to Higher Education in the UK and experience of the student recruitment cycle
- Experience representing an organisation's brand
- Experience of planning and prioritising work to meet demanding deadlines
- Experience of leading a team
- Experience of using a range of communication channels including phone, email, social media and online chat

#### Desirable Criteria

- Experience of working student recruitment within the Higher Education sector
- Knowledge of UK HE admissions processes and procedures

### SKILLS:

#### Essential Criteria

- Excellent customer service skills
- Good team building skills
- Ability to lead a team with a diverse range of abilities and focuses
- Excellent presentation skills
- Good project management skills to plan and organise resources appropriately.
- Strong IT and data management skills across a range of different systems and ability to learn new systems quickly
- Ability to work accurately and effectively under pressure
- Excellent interpersonal and communication skills
- Creative and proactive. Good problem solving and decision-making skills
- Using cultural competence to inform cross-cultural working, communication, and problem solving

#### Desirable Criteria

- Proficiency with Microsoft Office package of programs, Excel in particular
- Skilled in using student information systems (e.g Banner) for record keeping, customer relationship management systems (CRMs) for communication, and content management systems (CMS) for websites

**QUALIFICATIONS:****Essential Criteria**

- Degree level qualification or relevant equivalent experience

**Desirable Criteria**

- N/A

**PERSONAL ATTRIBUTES:****Essential Criteria**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

**Desirable Criteria**

- N/A