

## JOB DESCRIPTION

**Job Title:** Student Recruitment Events Officer

**Grade:** SG5

**Department:** Outreach, Recruitment and Admissions

**Responsible to:** Student Recruitment Events Lead

**Key Contacts:** Student Recruitment Events Manager, Student Recruitment Events Assistant

**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 post holder will support with the coordination and delivery of all student recruitment events related activity for the University.

The primary focus of the post is to support the coordination of student recruitment and conversion events (including Open Days, Applicant Days, virtual events, and fairs) to ensure a positive high-quality experience for event attendees driving student applications and applicant conversion to the University. Working collaboratively with colleagues across the university, the Student Recruitment Events Officer will liaise with academic departments and professional services staff to organise the delivery of an excellent attendee experience, whether attending virtually or physically. The post holder is responsible for carrying out the day-to-day logistics of student recruitment events, ensuring completion of tasks in the event work plans.

The post holder will monitor and manage their workloads to effectively support the coordination of the events in accordance with work plans, objectives and health and safety policies.

### KEY ACCOUNTABILITIES

#### Team Specific:

- To support with the planning, delivery and evaluation of student recruitment and conversion events (including Open Days, Applicant Days, virtual events, and fairs) to ensure a positive high-quality experience for event attendees driving student applications and applicant conversion to the University.

- Support with the continuous improvement of each event by assisting the review and evaluation process.
- Provide supervision to the student ambassadors during events to ensure effective event delivery and customer service.
- Prepare documentation and materials ensuring that a high level of accuracy and branding is maintained. For example, event production schedules and promotional materials etc.
- Effectively manage tasks in accordance with work plans, event briefs, objectives and health and safety policies.
- To work under guidance of the Student Recruitment Events Lead and the Student Recruitment Events Manager to ensure student recruitment goals are met.
- To complete special projects, as required by the Student Recruitment Events Manager or Student Recruitment Events Lead.
- To advise the Student Recruitment Events Manager on project outcomes, trends, and changes observed in the student recruitment sector or wider events sector, which may have more significant implications and carry out associated tasks, such as the scanning of competitors.
- Develop and maintain effective relationships internally across Faculty and central teams (e.g. Marketing, Content, Digital, Social, Facilities Management and other teams) and externally (e.g. suppliers), to provide an excellent event service.
- Complete event tasks in line with Health and Safety guidance and policy and risk assessments.
- To manage enquiries from event attendees and the attendee communication plan.
- Develop clear and accurate briefs to the design team to produce event focused digital and print collateral.
- Support with the building, testing, and broadcasting of email communications to encourage registered prospects to convert into event attendees.
- To carry out other duties as specified by the Student Recruitment Events Lead.

**Generic:**

- Must be willing to embrace the shared values and required behaviours of the Marketing & External Relations Directorate.
- Must be an ambassador for the University Brand.
- 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 be competent and comfortable in selling student recruitment events/the University/event decisions to customers/stakeholders.
- 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 Outreach, Recruitment and Admissions department.
- To be proactive in problem solving and resolve issues as they arise in agreement with the Student Recruitment Events 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).
- Ability to use own initiative and work independently.
- Ability to work accurately and deliver against deadlines.
- Customer focused approach, with a commitment to enhancing the attendee experience.
- Always maintain a professional approach through the application of effective relevant skills.
- 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 and Admissions 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:**

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 the Outreach, Recruitment and Admissions department delivers the required level of service. This includes an ability to work hours outside of those contracted at certain times of the year, for example clearing, open days, etc and a willingness to travel to any of the University's sites as necessary.

**KEY PERFORMANCE INDICATORS:**

- Delivery of the University's student recruitment application and conversion targets.
- To build and enhance the reputation of the University of Greenwich, positioned as the best modern university in the UK.

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

- Head of Student Recruitment and Admissions.
- Deputy Head of Student Recruitment and Deputy Head of Admissions.
- Colleagues in Outreach, Recruitment and Admissions and the wider Marketing and External Relations Directorate.
- Colleagues in Student Academic Services Directorate.
- Academic and support staff with event responsibilities.
- Facilities Management within the Estates Directorate.

**PERSON SPECIFICATION**

**EXPERIENCE:**

**Essential Criteria**

- Experience in delivering professional events.
- Knowledge of the principles of student recruitment and the applicant journey to Higher Education in the UK.
- Experience of planning and prioritising work to meet demanding deadlines.
- Experience reviewing projects/events/activity and recommending improvements.
- Experience of providing direction to others during events.

**Desirable Criteria**

- Delivery of events in a Higher Education institution.
- Experience of using online event platforms, digital event booking systems and CRMs.

- Experience of Health and Safety and completing risk assessments.

**SKILLS:****Essential Criteria**

- Excellent customer service skills.
- Good team building skills. Team player.
- Leadership qualities.
- Excellent organisational skills.
- Good project management skills and ability to maintain and work to the large-scale project schedules (Gantt Charts) required to deliver simultaneous large-scale events.
- Excellent IT skills able to learn new systems and tools quickly.
- Ability to work accurately and effectively under pressure.
- Excellent interpersonal and communication skills.
- High level of accuracy to brief and proofread creative designs (e.g. schedules, artwork, etc).
- Creative and proactive.
- Good problem solving and decision-making skills.
- Strong data analysis and evaluation skills.
- Using cultural competence to inform cross-cultural working, communication, and problem solving.

**Desirable Criteria**

- Ability to view work holistically and identify trends.

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

- Degree level qualification or equivalent experience

**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.