

JOB DESCRIPTION

Job Title: UK Student Recruitment and Events Manager

Grade: SG7

Department: Student Recruitment and Admissions

Responsible to: Deputy Head of UK Student Recruitment

Responsible for: Student Recruitment Events Lead and Senior UK Student Recruitment Officer

Key Contacts: Colleagues across communications and Recruitment, Student and Academic Services (SAS), Planning and Statistics (PAS), Information and Library Services (ILS), and academic and professional services staff in faculties

Standard Occupational Classification (SoC code):

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

- Research, plan, deliver and review event projects (on and off campus) that enable the university to raise brand awareness and drive / convert interest through engaging Open Days and other university-wide marketing and conversion events
- Act as events champion for the university, sharing best practice and developing strategic plans to improve event delivery and experience
- Work directly with the Deputy Head of UK Student Recruitment and other teams within the directorate / across the institution to drive student recruitment through events which inform / inspire / convert. Monitor registration and attendance and proactively drive interventions via relevant teams where performance is below defined objectives.
- Take ownership of ensuring that recruitment activity and events (and associated collaterals) are on brand and can be deployed across multiple channels. Work with colleagues to develop a suite of recruitment presentations, talk and workshops to be used at Open Days and off campus recruitment events
- Lead the management of prospect relationships and lead generation at Open Days and off campus recruitment events
- Innovate the university event offering through a test, learn and refine approach that is driven by post-event analysis. Continually review the university-wide event portfolio with a view to making improvements and efficiency-savings.

- Set clear objectives and oversee the day to day work and training of the UK Student Recruitment Team, plus associated support staff, including Student Ambassadors.

KEY ACCOUNTABILITIES

Team Specific:

Event Marketing

- Manage the brand content and marketing elements (messaging, market and customer insights, potential designs from the Content Team) to provide dynamic professional student recruitment promotional materials, through to delivery
- All events to be designed to raise brand awareness, lead generation, attendance and customer satisfaction
- Develop and manage pre/post event email campaigns using the University's CRM system
- Manage the development of briefs for the creation of recruitment collateral, including collating USP's, providing statistics and product information.

Teamwork & Motivation

- Develop and agree objectives for direct reports based on the wider organisational objectives and in agreement with the the Deputy Head of UK Student Recruitment. Co-ordinate staffing arrangements for off campus recruitment events (school and college HE recruitment fairs, and external exhibitions e.g. UCAS fairs, etc).
- Delegate tasks to achieve objectives across permanent direct reports and temporary event staff.
- Line manage direct reports with regular (at least fortnightly) one-to-one meetings to discuss progress against objectives.
- Motivate and performance manage direct reports to deliver to agreed objectives. Escalate performance issues where necessary to line manager.
- Participate in regular wider team meetings covering areas outside of events, including brand and marketing campaigns. Proactively lead the event elements of these meetings.
- Coordinate and collaborate with faculty stakeholders to regularly communicate through face-to-face meetings and/or conference calls that support the delivery of a shared event project plan.

Liaison & Networking

- Liaise frequently with faculty stakeholders to ensure cohesive centralised student recruitment activities
- Ensure the team is delivering effective account management to develop and strengthen relationships with key feeder institutions
- Work closely with the CRM team to continually improve CRM comms, data capture and event system innovation.
- Participate in and provide input to networks – within the institution or externally – to disseminate information and build or maintain

relationships that will instil event strategy and management best practice within the institution.

- Initiate and manage a regular communication channel with student recruitment stakeholders to deliver best practice and provide opportunity for feedback.
- Liaise with senior stakeholders across the university to provide solutions and recommendations to critical recruitment and conversion activity from awareness through to enrolment.

Service Delivery

- Develop and manage a service level agreement that ensures the team is responsive to both internal and external requests for information and services.
- Be proactive in exploring and understanding prospective student's needs; adapting events accordingly to ensure the usefulness or appropriateness and quality of service e.g. content, accuracy, level of information, cost.

Team Development

- Follow the induction guidelines for new starters under your line management. Routinely advise or guide new starters on standard information or procedures.
- Using your own knowledge and the resources available via the CRM team, ensure all permanent event staff have a practical understanding of how to use Gecko and MS Dynamics and that they can use the systems for delivering reporting and comms on a semi-regular basis. Ensure critical reporting and data tasks can be delivered by more than one member of the team.
- On occasions, deliver training or guide others on specific tasks or activities around event delivery; give advice guidance and feedback based on knowledge or experience.
- Conduct regular staff appraisals and performance reviews.
- Identify the training and development needs of your direct reports. Encourage attendance of relevant internal courses, use of free online resources, and consider external paid training and event attendance.
- Where appropriate, train staff and student ambassadors for Open Days and external events

Generic:

Communication

- Deliver training and presentations on recruitment systems to faculty in conjunction with CRM team stakeholders.
- Communicate frequently with faculty stakeholders to ensure a bespoke approach to student recruitment planning that fits different audience profiles across a diverse range of subject areas.

- Communicate event best practice (backed up by data) and champion faculty specific requirements when participating in senior level event strategy meetings.
- Excellent influencing skills and the ability to communicate with credibility, tact and diplomacy internally and externally
- Ensure minutes are taken at recruitment planning meetings and that these are shared with faculty and senior stakeholders.
- Support the creation and updating of user manuals for event booking systems.
- Analyse event performance and provide timely reports based on qualitative and quantitative data.
- Make written recommendations for existing event developments and new events that support recruitment and conversion of prospective students.
- Oversee the preparation of documentation and materials ensuring that a high level of accuracy is maintained. For example, on-the-day event schedules and GANNT charts.

Decision Making

- Take independent decisions around room booking requirements to allow the best possible event experience whilst considering demands on space from the wider university.
- Make decisions on ordering event material (merchandise, signage, print etc.) within an agreed budget that fits with the overarching university brand guidelines.
- Forward plan up to 18 months in advance in terms of scheduling events to maximise attendance/ recruitment/ conversion potential.
- Own the Open Day event spaces across all three campuses in order to ensure safe event delivery and effective use of space by competing event stakeholders. Make decisions that deliver the best possible overall event experience to the attendee.

Planning & Organising Resources

- Plan, prioritise and organise your own work or resources to achieve agreed objectives
- Oversee resourcing of projects led by Student Recruitment Leads and other team members such as co-ordination of external events (school/college fairs and HE exhibitions e.g. UCAS), competitor analysis, presentation and workshop development
- Take ownership of project planners, ensuring they are regularly updated by all members of the team.
- Must have appropriate project management skills gained through practical application of similar projects.
- Work in conjunction with the Admissions and Admissions Services Operations Managers, to facilitate a smooth admissions experience for all applicants and ensure service delivery of both UK and International admissions at peak periods in the year (Clearing).

Initiative & Problem Solving

- Able to challenge and resolve issues as they arise
- Use judgement, initiative or creativity to resolve problems, particularly with Gecko event data capture and on-the-day event management.
- Establish major event contingency plans for incidences of extreme weather, staff strikes, public protests etc.

Analysis & Research

- Analyse event data or information using qualitative and quantitative methods through Gecko and CRM data analysis and the production and dissemination of event surveys.
- Deliver standardised best practice survey methods that offer comparable data in an easy to understand format.
- Examine the wider HE and events sector to identify market trends and forward plan new event concepts accordingly.

Pastoral Care & Welfare

- Be the first point of contact for your direct reports and temporary event staff and provide support as a routine part of your role.
- Offer welfare support to event attendees. This includes forward planning for visitors requiring special arrangements such as wheelchair access; BSL interpreters etc. Also, provision on the day for visitors under the age of 16 and incidences of illness or accidents.
- Ensure wider plans are in place to deliver welfare support to staff, students and visitors as required and refer to relevant people if necessary.

Knowledge & Experience

- Possess a first degree or higher-level events management qualification or have equivalent working experience
- Demonstrate continuous specialist development by acquiring relevant skills and competencies across event legislation, event management best practice and leadership.
- Must have demonstrable experience in events at tactical and operational levels (ideally with strategic input)
- Must be willing to embrace the shared values and required behaviours of the Marketing and External Relationships directorate (Inclusive, Collaborative and Impactful).

Managing Self:

- Ability to plan and prioritise workload is essential
- Working & influencing other staff to help maximise event delivery / performance by working as one extended team
- Work to deadlines and project plans
- Respond to enquiries in a timely and effective manner

- Responsible for maintaining own continuous professional development.

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.
- Commitment to key strategic priorities of the Faculty and the University
- Willingness and ability to travel to workplace locations within the UK
- Willingness to deliver against any reasonable work-related request.

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 Marketing and External Relations delivers the required level of service. This includes, but is not limited to;

- Willingness to work on other University campuses
- Willingness to work weekend and evening events
- Some UK travel may be a requirement.

KEY PERFORMANCE INDICATORS:

- Raise brand awareness
- Raise direct response
- Raise student engagement levels
- Raise student satisfaction
- Raise stakeholder engagement and the value of the department to the institution and its audience

KEY RELATIONSHIPS (Internal & External):

Deputy Head of UK Student Recruitment

- Student Recruitment Leads/Officers
- Other teams within Marketing Communications (Campaign, Content (inc. design & copy), CRM, Digital, PR & Internal Communications, Social media)
- Other teams/colleagues within the Marketing and External Relations and other Directorates

- Faculty Marketing & Events Leads
- Other teams/colleagues within Faculties
- Prospective students and influencers

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Possess a sector leading understanding and practical experience in planning, delivery and reviewing of recruitment and conversion events
- Experience of planning and prioritising your own work and that of a team to meet demanding deadlines
- Strong proven experience in the use of MS Office, event platforms such as Gecko and MS Dynamics
- Experience of working actively within a team and the ability to work collaboratively, particularly with cross-functional teams
- Experience of operational and strategic event planning
- Working without supervision, using own initiative
- Experience of developing events to improve attendance and customer experience
- Experience of motivating team members towards the achievement of common goals.
- Developing and overseeing email campaigns and combined communications plans for the promotion of events and the nurture of registrants.

Desirable Criteria

- Delivery of high-profile events in a Higher Education institution, or other private / public sector event delivery

SKILLS:

Essential Criteria

- A self-starter with the capacity to deal with large volumes of work, and work accurately and effectively under pressure
- Ability to use initiative to balance and provide workable solutions with competing priorities
- Able to work independently and as a team member
- High level of verbal, written and interpersonal communications skills
- Ability to develop strategic plans based on data analysis
- Excellent organisational skills, and a strong ability to multi-task
- Practical experience of using Project Management tools to deliver large-scale events
- Self-motivated to work without supervision and on own initiative
- Ability to manage change and deal with a wide variety of people
- Attention to detail to a very high standard
- Excellent team leading skills
- Excellent project management skills to plan and organise resources appropriately
- Creative and proactive

- Excellent problem solving and decision-making skills.

Desirable Criteria

- N/A

QUALIFICATIONS:**Essential Criteria**

- Relevant event management first degree (or higher) or 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