



1 Advertisement

Post Title: Senior Student Recruitment Officer

School/department: UK Student Recruitment

Hours: Full time, 36.5 hours

Location: Brighton, United Kingdom

Contract: Permanent

Reference: 20074

Salary: starting at £32,411 to £36,333 per annum, pro rata if part time

Placed on: 16 May 2023

Closing date: 13 June 2023. Applications must be received by midnight of the closing date.

Expected Interview date: To be confirmed

Expected start date: As soon as possible

The UK Student Recruitment team is seeking to appoint a Senior Student Recruitment Officer (SSRO) to help meet the ambitious targets set out by the department's growth strategy.

The successful applicant will have:

- Experience of developing and delivering outreach projects
- Experience of designing content that is age and curriculum appropriate
- The ability to confidently deliver a high standard of presentations to a wide range of audiences, including, but not limited to, external partners, academics, school teachers and school students of varying ages
- A creative and innovative approach to problem solving
- A passion for sharing positive experiences of higher education

Working closely with the Student Recruitment Manager, the SSRO will support the development and implementation of a range of projects to broaden the University's recruitment activity. This will include developing an evidence-based conversion strategy, improving the University's digital content and contributing to a range of outreach activities.

The post-holder will join a committed team of professionals and will be able to work well both in a team environment and independently.

Please contact Craig Dove at c.dove@sussex.ac.uk for informal enquiries.

The University is committed to equality and valuing diversity, and applications are particularly welcomed from women and black and minority ethnic candidates, who are under-represented in academic posts in Science, Technology, Engineering, Medicine and Mathematics (STEMM) at Sussex.

“Please note that this position may be subject to [ATAS clearance](#) if you require visa sponsorship.”

For full details and how to apply see our [vacancies page](#)

2. The School / Division

Please find further information regarding the school/division at <https://staff.sussex.ac.uk/us/services/communication-marketing-advancement/recruitment>

3. Job Description

Job Description for the post of: Senior Student Recruitment Officer

Department: UK Student Recruitment

Section/Unit/School: Communications, Marketing and Advancement

Location: 4th Floor, Bramber House

Grade: 6

Responsible to: Student Recruitment Manager

Responsible for: Graduate Associate and casually paid staff during relevant events

4. Person Specification

Purpose of the post

1. To assist in the development of a broadening offer of events for young people held both on, and off, the University of Sussex Campus, including those from our Widening Participation partner schools and colleges.
2. To project manage Student Recruitment initiatives aimed at prospective students and their influencers including the development of digital content with the shared goal of meeting the University's APP objectives.
3. Maintain our database of applications and recruitment activity; taking responsibility for reporting and analysis of that data, including scoping the use of the H.E.A.T. database.
4. Help to maintain excellent cross-departmental working with relevant colleagues, primarily those in Widening Participation and Marketing.

Main Tasks

- 1. To assist in the development of a broadening offer of events for young people held both on, and off, the University of Sussex campus, including those from our Widening Participation partner schools and colleges.**
 - i) To lead on the University's conversion work, with a view to developing an already well-established project.
 - ii) Develop and implement a project, using a data-led approach, whereby the University can target areas outside of its usual recruitment radius.
 - iii) Manage the University's Teachers' and Advisors' Steering Group, as well as more widely supporting our colleagues in schools and colleges by collaborating with colleagues in WP.
 - iv) The postholder should ensure that all activities under their management are accurately budgeted for, monitored and evaluated.
 - v) Assisting other members of the UK Recruitment team as required, for example, dealing with email and phone enquiries during busy periods.
 - vi) Represent the University at Higher Education events, such as school and college careers fairs, UCAS Exhibitions, Open Days and Applicant Visit Days. This will require some out of hours working, as well as some weekend work.
 - vii) Deliver informative and engaging presentations to a wide range of audiences, including: prospective students; parents and guardians; teachers; and colleagues including senior management, supporting WP partner schools and colleges where appropriate.
 - viii) Support campus visits for priority WP partner schools and colleges.

- 2. To project manage Student Recruitment initiatives aimed at prospective students and their influencers including the development of digital content with the shared goal of meeting the University's APP objectives.**
 - i) Be responsible for the management of the UK Recruitment team's digital content. This includes pre- and post-application content, curation of relevant pre-recorded content, and guidance on a variety of areas applicable to the age groups and cohorts being targeted, including those that meet our WP criteria.
 - ii) Lead on the development of digital assets that aim to provide advice and guidance to teachers, careers advisors, parents and carers.
 - iii) Leading on production of electronic and hard copy promotional material for specific events or programmes.

- iv) Contribute to the University's social media presence, working with colleagues in UK Recruitment and the Widening Participation teams.
- v) Supporting the procurement, planning, delivery and evaluation of third-party products and providers, such as our campus tour app and UniFrog whilst liaising with colleagues in WP to ensure shared objectives are met.
- vi) Lead on delivery of online webinars through our partner referrer sites.

3. Maintain our database of applications and recruitment activity; taking responsibility for reporting and analysis of that data, including scoping the use of the H.E.A.T. database.

- i) Maintain a database of applications and recruitment activity, identifying key themes and trends to maximise the team's efficacy.
- ii) Produce accurate and meaningful reports to help inform strategic recruitment decisions.
- iii) To meet with the University's Planning Officer to ensure application records are accurate and up-to-date.
- iv) Provide data for the Student Recruitment Managers in the UK team and the Head of UK Recruitment to inform monthly and annual reporting.
- v) Act as the UK Recruitment teams lead contact for work pertaining to CRM, this will include ensuring access to important application and event data, which will be essential for running successful projects and events.

4. Help to maintain excellent cross-departmental working with relevant colleagues, primarily, those in Widening Participation and Marketing

- i) Establish relationships with relevant academic colleagues in order to help them meet their individual recruitment goals, this will be through a combination of providing data, to help them make informed decisions, and through planning and delivery of ad-hoc, subject specific, Widening Participation and recruitment events.
- ii) Establish a network of teachers to help inform the UK Recruitment and Widening Participation team on what they can improve on to help meet the growing needs from within schools and colleges.
- iii) Work closely with colleagues in Widening Participation to ensure that relevant projects are collaborated on, such as school and college

campus visits, Teachers' Conferences, Conversion and digital and print resource.

- iv) Work closely with colleagues in Marketing to devise effective marketing collateral for recruitment events, such as UCAS Exhibitions and HE Fairs.
- v) Assist with events across the wider University, such as Open Days, Applicant Visit Days, Clearing, Graduation, etc.

Person Specification

SKILLS / ABILITIES

	Essential	Desirable
Ability to confidently deliver a high standard of oral communication to a wide audience ranging from academics to school children.	Y	
Ability to produce written resources that are accurate and understandable to target audiences e.g. students / parents / schools	Y	
Good IT skills – use of Word, PowerPoint, Outlook & email	Y	
An advanced proficiency in the use of MS Excel	Y	
Excellent administrative and organisational skills with real attention to deadlines	Y	
Ability to produce and deliver online resources and webinars	Y	
Ability to react quickly to issues that arise in the running of events	Y	
Ability to prioritise workload appropriately and work autonomously	Y	
Ability to organise and manage successful on and off campus events, and online activities that appeal to a range of different year groups	Y	
A creative and innovative approach to problem solving and ability to exercise initiative	Y	
Able to negotiate terms with a variety of partners		Y
Ability to collect, analyse and present data in order to evaluate the success of events	Y	

KNOWLEDGE

	Essential	Desirable
Current education & qualification system – recent experience & understanding preferred	Y	
Understanding of the issues around HE policy	Y	
Understanding of health and safety and child protection issues and legislation relating to running		Y

events on and off campus		
Understanding of GDPR and the implications of the legislation when working with young people		Y
An empathy for and understanding of the issues around Widening Participation		Y

EXPERIENCE

	Essential	Desirable
Experience of working with young people in a secondary school, FE or HE setting	Y	
Experience of delivering HE outreach and working with schools and colleges to design content that is age and curriculum appropriate	Y	
Experience of carrying out Risk Assessments and mitigating potential hazards when working with young people	Y	
Project management experience	Y	
Line management experience		Y
Budget Coordination		Y
Successful negotiation experience		Y

QUALIFICATIONS

	Essential	Desirable
GCSE Maths and English	Y	
Educated to degree level or equivalent	Y	

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
Effective networker and good at establishing rapport with academic and administrative colleagues alike	Y	
Able to work to deadlines	Y	
Flexible and able to adapt to change	Y	
Ability to work well both in a team environment and independently	Y	
Prepared to travel within the UK with frequent work in the evenings and occasional weekend work (for Open Days and Applicant Visit Days) with some nights spent away from home.	Y	
A full, clean, UK Driving License		Y