An exciting opportunity has arisen to join the University’s Undergraduate Recruitment team as Events Co-ordinator (Campus Tours). This post joins a team responsible for school and college relations, recruitment events and enquiries management.

As a member of the Events team, the post holder will be responsible for the planning and delivery of high quality weekly tours of campus to prospective students and their parents. In addition they will play a crucial role in the planning and delivery of the University’s annual Open Days and Applicant Visit Days and contribute to the handling of enquiries from prospective students, their parents and teachers.

Highly organised, and with proven experience in events or project co-ordination, the successful candidate will also be a confident public speaker and capable of engaging a wide variety of audiences. This role will require a flexible approach to working, and the ability to meet deadlines whilst working independently.

For full details and how to apply see www.sussex.ac.uk/jobs

The University of Sussex is committed to equality of opportunity

2. Senior leadership and management

The Vice-Chancellor (Professor Adam Tickell) is the senior academic officer and, as Chief Executive, is responsible to the University Council for management of the University. He is supported by an executive group which includes the three Pro-Vice-Chancellors, the Registrar and Secretary, the Director of Finance and the Director of Human Resources. The Heads of the Schools of Studies at Sussex report to the Pro-Vice-Chancellors.

The Registrar and Secretary heads the Professional Services of the University. In addition, under the University Statutes, the Registrar and Secretary is Secretary to the University Council. The Director of Finance reports to the Vice-Chancellor. The Director of ITS reports to the Registrar and Secretary, and the Librarian reports to one of the Pro-Vice-Chancellors.

3. Student Recruitment and Marketing

The Division of Student Recruitment and Marketing has a lead role in promoting the work of the University to external audiences as well as working closely with the University Schools to provide professional advice and guidance in the areas of student recruitment and marketing.

The division is comprised of five team:

Undergraduate Student Recruitment
Postgraduate Student Recruitment
Digital and Creative Media
Marketing
The International Office

The UG Recruitment team are responsible for school and college relations, recruitment events, and managing enquiries from prospective students. By working with schools and colleges, attending
UCAS exhibitions, and running large-scale campus events such as Campus Tours, Open Days and Applicant Visit Days, the team guides prospective UK students through their decision making process.

4. **Job Description**

**UNIVERSITY OF SUSSEX**

**Job description**

Event Co-ordinator (Campus Tours)

**Department**  
Events team, UG Recruitment

**Division**  
Student Recruitment and Marketing

**Location**  
Falmer

**Grade**  
4

**Responsible to**  
Events Manager, Student Recruitment and Marketing

Direction for selected events and activities may be given by the Lead Event Co-ordinator

**Responsible for**  
During events, responsible for casually-paid student ambassadors

**Purpose of the post**

1. Contribute to the organisation and delivery of large and small-scale internal events, as managed by the Events Manager or Lead Event Co-ordinator.

2. Responsible for organising and delivering the year round campus tour programme for prospective students, their parents and guests.

3. Contribute to the smooth running of the central Events team through the effective delivery of office-based event activities.

4. Occasionally represent the University at off campus student recruitment events such as UCAS Exhibitions, and assist in the enquiries management function of the team.

**Specific duties**

1. **To contribute to the organisation and delivery of large and small-scale internal events, as managed by the Events Manager or Lead Event Co-ordinator.**

   1.1. Working to the event plan provided, ensure that necessary academic and professional staff, services and materials are booked and secured, giving the event lead clear and early notice of any potential problems, to help ensure the effective delivery of these events.

   1.2. Develop a working knowledge of the division’s Customer Relationship Management (CRM) system and use it to monitor bookings and develop communications.
1.3. Participate in these events, taking responsibility for key areas. This aspect of the role will require weekend working, early starts and occasional late finishes.

1.4. Undertake other event duties as may be reasonably required.

2. Responsible for organising and delivering the year round campus tour programme for prospective students, their parents and guests.

2.1. Deal promptly and professionally with telephone and email enquiries from potential students and their parents regarding campus tour bookings.

2.2. Be responsible for creating events within the CRM system, ensuring a selection of dates are constantly available.

2.3. Monitor bookings, ensuring that event communications are timely and accurate.

2.4. Secure appropriate lecture theatre space and, when necessary, student ambassadors.

2.5. Organise promotional materials, ensuring there are sufficient quantities to distribute.

2.6. Be responsible for meeting and registering visitors. Following training, be confident in delivering a welcome talk, the campus tour and answering questions on living and studying at Sussex.

2.7. Ensure that the CRM system is updated promptly with attendance details to ensure that all attendees/non-attendees receive an acknowledgment of their visit. Ensure that visitor evaluations are monitored regularly to ensure a culture of ongoing improvement.

2.8. Undertake to review your knowledge of Sussex – its courses, reputation, key messages, facts and figures and social provision – on a regular basis to ensure that the information provided to visitors is accurate and up to date.

2.9. Ensure that you are familiar with the campus locations of our Schools of Study, Professional Service Units and other key referral points for visitors, and build good relationships with front-of-house staff in these units.

3. Contribute to the smooth-running of the central Events team, through the effective delivery of office-based event activities.

3.1. Assist the Lead Event Co-ordinator and team colleagues in reviewing and replenishing stocks of internal publications, visitor information and promotional materials. In advance of key events ensure that adequate supplies of up-to-date materials are available.

3.2. Assist the Lead Event Co-ordinator and team colleagues with the storage, care and replenishment of event equipment and materials. In advance of key events ensure that event equipment and materials are in good working order and that adequate supplies are available. During event preparation be responsible for preparing, packing and labelling event equipment in readiness to for transportation to various event locations.

3.3. Develop a working knowledge of the Agresso finance system ensuring invoices are processed in a timely manner and costs are posted to the correct budget codes. When necessary be responsible for processing student ambassador pay forms.

3.4. Undertake other office-based activities as may be reasonably required.
4. Represent the University at occasional off campus student recruitment events such as UCAS Exhibition, and assist in the enquiries management function of the team.

4.1 Following training, be happy and confident in representing the University at occasional off-campus recruitment events.

4.2 During busy periods, assist in the staffing of off-campus UCAS Exhibitions and School and College Careers events.

4.3 Proactively answer the main Student Recruitment enquiry line – and other team telephone extensions when team members are absent or otherwise engaged – so that all callers to Student Recruitment and Marketing receive a prompt, professional and positive response.

4.4 During busy periods, assist the enquiries function of the team by responding promptly to email enquiries relating to undergraduate and postgraduate study with accurate and up-to-date information.

5. Other Duties

5.1 Contribute to the development of a positive working environment seeking opportunities to assist team colleagues and contribute to additional team activities.

5.2 Foster and maintain a collaborative, positive and supportive team culture.

5.3 To undertake any other duties within the Student Recruitment and Marketing division as may be requested from time to time by the Director, or the Head of UG Recruitment.

The job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

5. Person Specification

UNIVERSITY OF SUSSEX

Person Specification

Event Co-ordinator (Campus Tours)

<table>
<thead>
<tr>
<th>SKILLS / ABILITIES</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Ability to deliver accurate, concise and engaging written and oral communications suitable for a variety of audiences</td>
<td>YES</td>
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<td>Ability to remain calm and use tact and diplomacy in difficult situations</td>
<td>YES</td>
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<td>Proactive and innovative approach to problem solving and the ability to adapt to changing requirements</td>
<td>YES</td>
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<td>Ability to prioritise workloads, meet deadlines and work independently with minimal day-to-day supervision</td>
<td>YES</td>
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<tr>
<td>High degree of accuracy and attention to detail</td>
<td>YES</td>
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<tr>
<td>Excellent numeracy skills</td>
<td>YES</td>
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<tr>
<td>Highly proficient in the use of Microsoft Email, Word, Excel, PowerPoint and database packages</td>
<td>YES</td>
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<tr>
<td>Proficient in the use of web and database screens to enter real-time enquirer data</td>
<td>YES</td>
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### KNOWLEDGE

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<tr>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>An understanding of the issues relevant to potential UK undergraduate students</td>
<td>YES</td>
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<tr>
<td>Understanding of the current challenges faced by student recruitment teams within Higher Education institutions</td>
<td>YES</td>
</tr>
<tr>
<td>Understanding of the key components of either event or project co-ordination</td>
<td>YES</td>
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<tr>
<td>Understanding of the importance of risk assessments</td>
<td>YES</td>
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### EXPERIENCE

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<tr>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Experience of public speaking to both internal and external audiences</td>
<td>YES</td>
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<tr>
<td>Experience of engaging positively with prospective students, parents and school or college staff</td>
<td>YES</td>
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<tr>
<td>Experience of both planning and delivering events or projects</td>
<td>YES</td>
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<tr>
<td>Experience of negotiating with staff and external suppliers within a large multi-divisional organisation</td>
<td>YES</td>
</tr>
<tr>
<td>Experience of delivering a high-level of organisational and administrative support in a multi-divisional organisation</td>
<td>YES</td>
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<tr>
<td>Experience of working in the Higher Education sector</td>
<td>YES</td>
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### QUALIFICATIONS

<table>
<thead>
<tr>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>PERSON SPECIFICATION</td>
<td>Essential</td>
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<td>-------------------------------------------------------------------------------------</td>
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<tr>
<td>G.C.S.E English and Mathematics (or equivalent) at Grade C or higher</td>
<td>YES</td>
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<tr>
<td>Be a proactive, flexible member of the team, fostering good relations with a range of colleagues both within and outside the institution</td>
<td>YES</td>
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<tr>
<td>Able and prepared to take part in large-scale on-campus recruitment events. This <em>will</em> require weekend working, early starts and occasional late finishes</td>
<td>YES</td>
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<tr>
<td>Following training, be confident and prepared to represent the University at occasional off-site recruitment events. This <em>may</em> require occasional early starts, late finishes, weekend working and occasional UK travel</td>
<td>YES</td>
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