

## 1 Advertisement

**Post Title:** Student Recruitment Coordinator

**School/department:** Communications, Marketing and Advancement

**Hours:** Full time or part time hours considered up to a maximum of 36.5 hours per week

Requests for [flexible working](#) options will be considered (subject to business need).

Weekend working and unsociable hours are an essential requirement of this role.

**Contract:** Permanent

**Reference:** 6542

**Salary:** starting at £26,341 to £30,497 per annum, pro rata if part time

**Placed on:** 13 September 2021

**Closing date:** 04 October 2021. Applications must be received by midnight of the closing date.

**Expected Interview date:** TBC

**Expected start date:** ASAP

The UK Recruitment team are seeking a high-calibre Recruitment Coordinator to join our friendly, supportive and successful team.

The role, which will require extensive travel throughout the UK, will require skills in: preparation and delivery of engaging presentations, relationship management and excellent organisational skills.

You'll be highly motivated, playing an important role in the UK Recruitment team, but also be able to work independently. As the person mainly responsible for off-campus delivery, you'll be able to deliver content suitable for a wide range of audiences and be able to effectively manage your time.

Please contact Craig Dove at [c.dove@sussex.ac.uk](mailto:c.dove@sussex.ac.uk) for informal enquiries.

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

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*

## 2. Communications, Marketing and Advancement

The UK Recruitment team is part of the Student Recruitment, Admissions and International Development division within Professional Services.

The division is responsible for:

- UK Recruitment (Undergraduate and Postgraduate)
- Widening participation
- International student recruitment and global engagement
- Admissions (Undergraduate, Postgraduate and Scholarships)
- Digital and Creative Media
- Marketing

- Media Relations, Internal Communications, Public Affairs and Campaigns
- Development and Alumni Relations
- Attenborough Centre for Creative Arts

### **UK Recruitment**

The UK Recruitment team is responsible for five key areas; undergraduate recruitment, postgraduate recruitment, pre-application enquiries, recruitment events and relationships with schools and colleges. The team is often the first interaction a prospective student, teacher or parent might have with the University and as such it is imperative that excellent customer service skills are at the centre of what we do.

This role will be line managed by the Student Recruitment Manager and there will be opportunities to lend support to other areas of the department.

*This post will involve considerable contact with prospective students, applicants, and academic and professional units across campus.*

### **3. Job Description**

Job Description for the post of: Student Recruitment Assistant

**Department: UK Recruitment**

**Section/Unit/School: Communications, Marketing and Advancement**

**Location: Level 4, Bramber House**

**Grade: 5**

**Responsible to:** Student Recruitment Manager

**Responsible for:** During events, responsible for casually-paid student helpers and guidance of junior members of staff.

#### **Purpose of the post:**

1. To represent the University at events across the UK, implementing relevant elements of the undergraduate recruitment strategy. This will include some early starts, late finishes and weekend work.
2. To support the Student Recruitment Managers in fostering and managing relationships with key link schools and colleges.
3. To deliver detailed and timely reports on a range of recruitment activities.
4. To develop and deliver a range of suitable presentations and publications that will support the team's recruitment activity.
5. To contribute to the delivery of Academic School based and University-wide on campus events, in addition to supporting the wider team in enquiries management and ambassador recruitment and training.

## **Specific duties**

1. To represent the University at events across the UK, implementing relevant elements of the undergraduate recruitment strategy. This will include some early starts, late finishes and weekend work.
  - 1.1. Personally deliver up to 150 enthusiastic and engaging presentations and workshops per annum at regional and campus-based events. Audiences will include students aged 14-19, teachers and careers advisors, parents, and academic and professional services colleagues.
  - 1.2. Represent the University at Higher Education Fairs across the country, demonstrating an in-depth knowledge of the University's subject areas, schools of study and professional services and Higher Education in general.
  - 1.3. Manage the Undergraduate Recruitment team's UCAS Exhibition allocations, including bookings, staff representation and logistics. This will involve management of a specific budget allocation.
  - 1.4. Be responsible for the organisation of a steering group of influential teachers and careers advisors to inform the University's recruitment strategy.
  - 1.5. Represent the University at UCAS Exhibitions and school and college careers events across the UK in a professional and informed way, being conscious of the brand values of the institution. This will include periods of travel of up to one week's duration at a time.
  - 1.6. Support the Student Recruitment Manager in maintaining up to date records of events, including a thorough evaluation process and making recommendations for future improvements.
  - 1.7. Provide support to the Widening Participation team where required, in delivery of their schools and colleges work.
- 2. To support the Student Recruitment Managers in fostering and managing relationships with key link schools and colleges.**
  - 2.1 Demonstrate a thorough understanding of the secondary education sector, including knowledge of both academic and pastoral support offered to students.
  - 2.2 Working with the Student Recruitment Manager, determine key metrics for assessing the recruitment potential of schools and colleges.
  - 2.3 Personally manage relationships with a list of key link schools and colleges, working with them to identify how the University can best support their students.
  - 2.4 Work with schools and colleges to develop a suite of CPD opportunities for teachers and careers advisors, such as subject conferences and reference writing workshops.
  - 2.5 Manage relationships with academic and professional services colleagues from across campus to provide key link schools and colleges with syllabus-linked masterclasses and workshops.
- 3. To deliver detailed and timely reports on a range of recruitment activities.**
  - 3.1 Manage an active database of visits, including the maintenance of teacher and careers advisor contact details and evaluations of all activities.
  - 3.2 Provide quarterly and annual financial reports on the delivery of UCAS Exhibitions.
  - 3.3 Where required, work with the Market Research team to undertake competitor analyses, providing detailed insights into their activity and efficacy.
  - 3.4 Where required, work with the Customer Relationship Management team to ensure the Undergraduate Recruitment team has access to key data sets and insights.
  - 3.5 Support the Head of UK Recruitment and Student Recruitment Manager in analysing data sets on institution-specific and national recruitment trends.

**4. To develop and deliver a range of suitable presentations and publications that will support the team's recruitment activity.**

- 4.1 Be responsible for the Undergraduate Recruitment team's suite of presentations and workshops, ensuring they are up to date and relevant.
- 4.2 Train and manage a team of senior Student Ambassadors, qualifying them to deliver student life presentations to groups both on and off campus.
- 4.3 Liaise with colleagues across campus, including academics and Marketing colleagues, in advance of large-scale recruitment events to ensure any presentations are up to date and contain the University's latest stats and marketing messages.
- 4.4 Lead in the development of and publication of the team's schools and colleges activities booklet and personal statement leaflet. The post-holder will also identify other areas where publications may be required.

**5. To contribute to the delivery of Academic School based and University-wide on campus events, in addition to supporting the wider teams in enquiries management and ambassador recruitment and training**

- 5.1 Working with the Events Manager, lead on agreed aspects of the delivery of large scale on-campus events such as Open Days, Teacher Conferences and Applicant Visit Days. This will involve some weekend working.
- 5.2 Support the Enquiries Manager by taking on phone shifts, management of email inboxes and some social media activity.
- 5.3 Support the Student Recruitment Manager in the recruitment and general training of ambassadors and show-housing representatives. This will include managing the logistics of recruitment activities and judging applications and CVs.
- 5.4 Supporting specific projects from time to time, including working with colleagues from across campus in developing innovative opportunities to engage with prospective students and their influencers. This may include, for instance, app development, interactive talk and workshop opportunities, mechanisms of feedback or representing the Division on working groups.

**6. Other Duties**

- 6.1 Contribute to the development of a positive working environment seeking opportunities to co-ordinate activities.
- 6.2 Ensure continued personal and professional development by engaging with staff development programmes, and seeking out appropriate external training and conferences where necessary.
- 6.3 Foster and maintain a collaborative, positive and supportive team culture.
- 6.4 To undertake any other duties within the Communications, Marketing and Advancement Division as may be requested from time to time by the Director, or the Head of UK Recruitment.

**4. Person Specification**

Person Specification for the post of Student Recruitment Coordinator

SKILLS / ABILITIES

Essential    Desirable

A high standard of written and oral communication with an ability to present with confidence to a range of diverse audiences. The post holder will need to have the ability to prepare, create and deliver engaging multi-media presentations to audiences of up to 400+ Audiences will include in the main, 17 year olds, parents and teachers	X	
A creative and innovative approach to strategic thinking and problem solving, the post-holder will also require the ability to persuade others of the merits of Higher Education whilst being sympathetic to a variety of circumstances.	X	
An ability to identify useful data sources, extract relevant information and subsequently present it in useful formats. Data sources include university league tables, HESA and DLHE.		X
Well-developed administrative and organisational skills with real attention to detail and an ability to juggle several concurrent projects and meet tight deadlines.	X	
A strong ability in utilising IT and training others to use complex software, ideally with experience of customer relationship management software.		X
Experience of managing key networks and building relationships with individuals and organisations.	X	

KNOWLEDGE

Essential    Desirable

An up to date understanding of the secondary education curriculum and qualification developments, including GCSE, A-Level and International Baccalaureate.	X	
A thorough understanding of the issues surrounding Higher Education and student recruitment and marketing.	X	
An understanding of the university applications process from the perspective of both the student and the university.		X
Knowledge of student recruitment Customer Management IT systems and the ability to manipulate Excel.		X

EXPERIENCE

Essential    Desirable

Experience of working in a sales or marketing orientated setting.	X	
A knowledge of project management techniques, and experience of planning, managing and delivering marketing related projects on time.	X	
Experience of managing and motivating groups of casual workers.		X
Experience of managing budgets, including the delivery of financial reports.		X
Experience managing a network of influential people.		X
Experience of working with schools and colleges, especially in a recruitment role.		X

### QUALIFICATIONS

Essential    Desirable

Degree level education or equivalent and high standards of written and oral communication.	X	
A marketing qualification or clear and demonstrable interest in marketing is desirable.		X

### PERSONAL ATTRIBUTES AND CIRCUMSTANCES

Essential    Desirable

An ability to be the external face of the institution and to represent the University to a range of audiences sometimes at short notice.	X	
An ability to work well with a range of different people from Year 10 — 12 school students to academic and professional services colleagues and head teachers.	X	
An ability to work effectively as a team player but also be someone who can work without direction.	X	
A driving license is required for this post.	X	
Prepared to travel within the UK with frequent work in the evenings (delivering presentations) and occasional weekend work (for Open Days and Applicant Visit Days) with some nights spent away from home.	X	