

1 Advertisement

Post Title: Student Recruitment Coordinator (Postgraduate)

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).

The role requires a flexible approach to work with a number of early starts and/or late finishes throughout the year. The post-holder will be expected to work up to 5 Saturdays per year.

Contract: Permanent

Reference: 7422

Salary: starting at £26,341 to £30,497 per annum

Placed on: 13 December 2021

Closing date: 17 January 2022. Applications must be received by midnight of the closing date.

Expected interview date: TBC

Expected start date: February 2022

The UK Recruitment Team is seeking a self-motivated and enthusiastic individual for the role of Student Recruitment Coordinator (Postgraduate).

The post-holder will be a key member of the UK Student Recruitment Team and will work with the Student Recruitment Manager (Postgraduate) to implement the University's UK postgraduate student recruitment strategy and deliver related recruitment activities including campus and online Open Days, events, and promotional activities.

The post-holder should be an excellent communicator who thrives in delivering talks and workshops to a range of audiences. They will demonstrate excellent organisational skills, managing multiple tasks and responsibilities at any given time.

The successful candidate should have a good insight into studying in Higher Education in the UK, have experience organising events, and possess excellent IT, organisation and communication skills. They should be flexible in their approach to work and be an enthusiastic and supportive team player.

Please contact Ben Osborne (b.j.osborne@sussex.ac.uk / +44(0)1273 873 764) 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. The School / Division

Please find further information regarding the school/division at <http://www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement>

3. Job Description

Job Description for the post of: Student Recruitment Coordinator (Postgraduate)

Department: UK Recruitment

Section/Unit/School: Communications, Marketing and Advancement

Location: Bramber House, Level 4

Grade: 5

Responsible to: Student Recruitment Manager (Postgraduate)

Responsible for: Student ambassadors and casual workers

Purpose of the post:

1. Responsible for supporting the Student Recruitment Manager (Postgraduate) with the development, planning, organisation and delivery of all campus and online postgraduate recruitment events.
2. Responsible for providing support to the Student Recruitment Manager (Postgraduate) to organise, promote and deliver postgraduate conversion activities including webinars, telephone campaigns, online and social media activities.
3. Responsible for providing support to the Student Recruitment Manager (Postgraduate) with the promotion of taught and research scholarships including the Sussex Graduate Scholarship (SGS) and Chancellor's Masters Scholarship (CMS).
4. Responsible for helping to develop central postgraduate enquirer and applicant email communications, building associated filters and managing postgraduate recruitment events in the Customer Relationship Management (CRM) system.
5. Responsible for recruiting, training and managing postgraduate student ambassadors, including completing and maintaining all required Right to Work documentation.

Specific duties

1 Responsible for supporting the Student Recruitment Manager (Postgraduate) with the development, planning, organisation and delivery of all campus and online postgraduate recruitment events.

- 1.1 Deliver presentations to visitors on the postgraduate courses offered at Sussex, funding and applying, student support, and life at Sussex.
- 1.2 Coordinate attendance at large-scale campus open days and evenings of faculty, professional services and external bodies.
- 1.3 Plan and organise subject talks and presentations and identify speakers.
- 1.4 Book event venues, order refreshments, and event materials, and manage associated payments.

- 1.5 Manage all events via the CRM events module. This will include setting up registration forms, email communications and follow-up actions.
- 1.6 Produce internal and external print and web copy to promote events.
- 1.7 Provide support at events and take responsibility for specific on-the-day activities to help deliver an effective visitor experience.
- 1.8 Liaise with the central Events and Marketing teams to ensure that event planning, organisation, delivery and follow-up is informed by good practice.
- 1.9 Attend competitor postgraduate events to identify good practice.
- 1.10 Administrate and present online postgraduate information, scholarship and current student sessions.

2 Responsible for providing support to the Student Recruitment Manager (Postgraduate) to organise, promote and deliver postgraduate conversion activities including webinars, telephone campaigns, online chats and social media activities

- 2.1 Plan and organise postgraduate conversion webinar presentations, identify speakers, and book venues to host webinars.
- 2.2 Create online events and manage the CRM and booking system via the University's online events system (Adobe Connect).
- 2.3 Work with the Student Recruitment Manager (Postgraduate) to ensure the delivery of informative conversion webinars to offer holders.
- 2.4 Produce guidance and information packs for student ambassadors taking part in conversion activities.
- 2.5 Work with colleagues in our ITS team to plan and deliver conversion telephone campaigns.
- 2.6 Create a range of postgraduate focused social media content.

3 Responsible for providing support to the Student Recruitment Manager (Postgraduate) with the promotion of taught and research scholarships including the Sussex Graduate Scholarship (SGS) and Chancellor's Masters Scholarship (CMS).

- 3.1 As requested be wholly responsible for the delivery of specific activities to promote SGS and CMS. This is likely to include delivering presentations, producing promotional literature, organising mailings, working with schools to raise on-campus awareness, and promoting scholarships at the Summer Graduation Ceremony.
- 3.2 Work with the Student Recruitment Manager (Postgraduate), International and Marketing team colleagues to ensure that all taught scholarships on the database are effectively promoted to all enquirers and applicants via the CRM system.

- 3.3 Work with the Student Recruitment Manager (Postgraduate), Doctoral School, International and Marketing team colleagues to ensure that all research scholarships on the database are effectively promoted to all enquirers and applicants via the CRM system.
- 3.4 Responsible for undertaking non-academic research to inform and shape postgraduate recruitment.
- 4 Responsible for helping to develop central postgraduate enquirer and applicant email communications, building associated filters and managing postgraduate recruitment events in the Customer Relationship Management (CRM) system.**
- 4.1 The post holder will receive training on the CRM system and will assist the Student Recruitment Manager (Postgraduate) to work with the CRM team in building central enquirer and applicant emails.
- 4.2 Assist the Student Recruitment Manager (Postgraduate) in building filters to enable emails to be sent out to enquirers and applicants.
- 4.3 Responsible for managing all postgraduate events via the CRM.
- 5 Responsible for working with the Student Recruitment Officer (Ambassadors) to ensure the successful recruiting, training and managing of postgraduate student ambassadors, including completing and maintaining all required Right to Work documentation when required.**
- 5.1 The post holder will recruit and train postgraduate ambassadors to work on recruitment and conversion activities.
- 5.2 Ensure that all Postgraduate Student Ambassadors are in full compliance with Government Right to Work requirements in line with University policy.
- 5.3 Administrate all Right to Work documentation in line with University policy.
- 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 Student Recruitment, Admissions and International Development team as may be requested from time to time by the Director, or the Head of Recruitment.

4. Person Specification

SKILLS / ABILITIES

- 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 100+. **Essential**

- 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 postgraduate education whilst being sympathetic to a variety of circumstances. **Essential**
- An ability to identify useful data sources, extract relevant information and subsequently present it in useful formats. **Desirable**
- Well-developed administrative and organisational skills with strong attention to detail and an ability to work on several concurrent projects and meet tight deadlines. **Essential**
- A strong ability in utilising IT and training others to use complex software, ideally with experience of customer relationship management software. **Desirable**
- Experience of building and maintaining good relationships with individuals and organisations. **Essential**

KNOWLEDGE

- Knowledge or experience of the Higher Education system. **Essential**
- Understanding of postgraduate education environment and the current challenges facing UK Universities. **Desirable**
- Knowledge of using a Customer Relationship Management system. **Desirable**

EXPERIENCE

- Experience of working in an administrative role developing effective systems and processes. **Essential**
- Experience of working in an events, marketing, sales or external facing service orientated setting, providing services to internal and external customers or clients. **Essential**
- Experience of organising and delivering events. **Essential**
- Project management experience and experience of planning, implementing, monitoring and evaluating projects and systems. **Desirable**
- Working with IT systems to generate reports and experience of presenting data in an easy to understand manner. **Essential**

QUALIFICATIONS

- Degree level education or equivalent. **Essential**

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

- An ability to be the external face of the institution and to represent the University to a range of audiences sometimes at short notice. **Essential**
- An ability to work well with a range of different people from students to academic and professional services colleagues. **Essential**
- An ability to work effectively as a team player but also be someone who can work without direction. **Essential**
- Prepared to travel within the UK with occasional work in the evenings and weekend work (for Open Days and events). **Essential**