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**Job Description**

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| **Job title:** | **Recruitment Manager** |
| **Department/School:** | **Undergraduate Student Recruitment Team,**  **Directorate of Undergraduate Admissions and Outreach** |
| **Grade:** | **7** |
| **Location:** | **University of Bath premises** |

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| **Job purpose** |
| This post manages and delivers projects and activities which support the Head of UG Student Recruitment in delivering a resilient base of undergraduate applications and enrolments to the University. Activity spans all areas of undergraduate recruitment, including Home and Overseas markets, as well as recruitment from partnership organisations where appropriate.  The post holder will take a lead role in developing relationships with prospective applicants and key external stakeholders, primarily through extensive outreach activity, to increase the number of highly qualified applicants considering a course of study at the University of Bath. In addition to taking responsibility for developing key recruitment markets, they will ensure that relevant and accurate IAG is provided to enable informed decision making. They will also work with agents to ensure they act as effective advocates for the institution, and will develop a broad knowledge of the University’s postgraduate portfolio as required in their markets.  The post holder will hold additional management responsibility for particular areas of the recruitment portfolio, as determined through the yearly objective planning process. They will also be required, on occasion, to act as deputy to the Head of UG Student Recruitment. |

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| **Source and nature of management provided** |
| The post-holder is directly managed by the Head of UG Student Recruitment. They will be required to act with considerable autonomy and initiative, especially when absent from the University delivering outreach activity. |

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| **Staff management responsibility** |
| The post-holder will have supervisory responsibility for Student Ambassadors, and may be required to line manage a maximum of three members of the UG Student Recruitment Team where required or appropriate. |

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| **Special conditions** |
| The successful candidate may be required to undertake a Disclosure and Barring Service check. This post requires frequent travel overseas for periods of up to two weeks at a time, up to a maximum of 12 weeks in a calendar year*.*  Substantial evening and/or weekend work will be required for which time-in-lieu is provided.  There will be restrictions on the availability to take leave at peak times of year, specifically around key recruitment events such as Confirmation and Open Days. Regular and extensive off-campus travel is required within the UK and globally, involving extended overnight stays. |

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| **Main duties and responsibilities** | |
| **1** | Manage, as directed by the Head of UG Student Recruitment, recruitment activities in a broad portfolio of markets, alongside planning, delivery and evaluation of off-campus recruitment events and activities including, but not limited to, school and college visits, the preparation and delivery of presentations and workshops, education exhibitions, and hosting inward visits to the University |
| **2** | Provide high quality market analysis based upon quantitative and qualitative market intelligence with respect to the performance of recruitment and outreach activities to inform future planning, including provision of high quality market analysis |
| **3** | Support the Head of UG Student Recruitment with the training and development of staff both within and outwith the UG Student Recruitment Team, providing the benefits of their subject-matter expertise to the wider institution |
| **4** | Develop links with key personnel in schools and colleges in the UK and overseas, as well as staff in other relevant third party organisations, building relationships to enable delivery against recruitment objectives |
| **5** | Act as sole representative for the university, with significant autonomy and independence, at events across the UK, ensuring their actions reflect the reputation of the institution |
| **6** | Act as subject matter expert for their markets and areas of responsibility, constantly refreshing knowledge through training, sector liaison and stakeholder engagement to deliver sector-leading developments in this area. These projects will be further defined through the SDPR process and may be added to or rotated within the team as required by the current recruitment climate and in line with the university’s strategic aims |
| **7** | Work in close collaboration with University recruitment teams responsible for postgraduate targets, developing a broad understanding of the full portfolio of courses and jointly planning market activity to ensure value for money and mutually beneficial outcomes |
| **8** | Work closely with colleagues in Faculties, Departments, and other Professional Services teams to ensure that their recruitment objectives are aligned with the institutional strategy |
| **9** | Represent the UG Student Recruitment Team on working groups, project teams and committees as required, acting as a positive influence for change regarding the University’s culture, programmes, services, policies and procedures |
| **10** | Ensure all activities and projects are appropriately promoted and publicised, in conjunction with the Marketing Directorate, to ensure they achieve value for money |
| **11** | Ensure that all activities and projects are appropriately planned and delivered to stay within defined budgets, as set out by the Head of UG Student Recruitment. |
| **12** | Contribute to university-wide recruitment initiatives, including (but not limited to) Open Days, Confirmation and Clearing and Schools Conferences |
| **13** | Act as a role model and mentor to more junior staff, both within and outwith the UG Student Recruitment Team, and work positively with Student Ambassadors to appropriately develop their work skills and behaviours |
| **14** | Develop and sustain collaborative relationships with key external stakeholders e.g. sponsors, agents, foreign embassies, University alumni, British Council, government departments and NGOs |
| **15** | Contribute to the creation of original, high quality content on digital platforms, including blogs and social media, that facilitates interaction with prospective applicants and provides useful and relevant information, advice and guidance |
| **16** | Acquire and retain a basic understanding of relevant University services (e.g., undergraduate degrees, research degrees, distance learning, apprenticeships, executive development and CPD) in order to handle enquiries from a broad range of prospective applicants |
| **17** | Undertake other duties as requested and reasonably required by the Head of UG Student Recruitment , where they are appropriate to the grade of the post |

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**Person Specification**

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| **Criteria: Qualifications and Training** | **Essential** | **Desirable** |
| First degree or equivalent | X |  |
| Willingness to undertake further training as required | X |  |

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| **Criteria: Knowledge and Experience** | **Essential** | **Desirable** |
| A thorough professional understanding of recruitment in an undergraduate context. | X |  |
| Significant experience of working effectively in a role relating to recruitment and outreach in an educational context |  | X |
| Knowledge of current issues within higher education, particularly those connected with recruitment, education liaison and fair access | X |  |
| Effective knowledge of policy constraints and legal requirements (e.g. immigration policy and UKVI requirements for Tier 4) |  | X |
| A thorough understanding of qualifications appropriate for undergraduate entry. | X |  |
| Experience of managing/motivating staff or work colleagues | X |  |

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| **Criteria: Skills and Aptitudes** | **Essential** | **Desirable** |
| Strong current IT skills | X |  |
| Commitment to providing excellent customer service | X |  |
| Effective data analysis and critical thinking skills | X |  |
| Copy-writing and/or editing skills |  | X |
| Web-writing and/or editing skills |  | X |
| Strong presentation skills, suitable for speaking effectively to a wide and diverse range of audiences | X |  |
| Enthusiastic, committed and proactive | X |  |
| Autonomous and independent | X |  |
| Able to work effectively as part of a team | X |  |
| Excellent organisational and administrative skills | X |  |
| Flexible and able to cope with competing demands | X |  |
| Willingness to travel extensively throughout the UK and on international visits; on occasion to work unsocial hours, including weekends | X |  |
| Possession of a UK driving licence | X |  |

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| **Effective Behaviours Framework**  The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously. |
| **Managing self and personal skills:**  Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others. |
| **Delivering excellent service:**  Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards. |
| **Finding innovative solutions:**  Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation. |
| **Embracing change:**  Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas. |
| **Using resources:**  Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University. |
| **Engaging with the big picture:**  Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others. |
| **Developing self and others:**  Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University. |
| **Working with people:**  Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills. |
| **Achieving results:**  Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria. |