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**Job Description**

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| **Job title:** | **UG Student Recruitment Officer** |
| **Department/School:** | **UG Student Recruitment Team,****Directorate of Undergraduate Admissions and Outreach** |
| **Grade:** | **6** |
| **Location:** | **University of Bath premises** |

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| **Job purpose** |
| Based within the UG Student Recruitment Team, the post-holder co-ordinates, plans and delivers a diverse range of activities to support the team in meeting its targets to encourage prospective UK students to consider applying to the University of Bath, where this is appropriate for the student.This involves developing relationships with prospective applicants as well as influencers such as teachers, parents and supporters, and agents, primarily through extensive outreach activity, visiting schools and colleges across the UK and, on occasion, within a small number of markets overseas. They will work with the recruitment team to ensure they provide accurate information and advice to enable prospective students to make informed decisions.The post-holder is further responsible for delivering projects (which will be assigned from time-to-time), undertaking evaluation of their work, providing feedback to support future activity, and sharing best practice. |

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| **Source and nature of management provided** |
| The post-holder is managed by the Head of UG Student Recruitment (UK) |

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| **Staff management responsibility** |
| The post-holder will have occasional supervisory responsibility for Student Ambassadors |

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| **Special conditions** |
| The successful candidate may be required to undertake a Disclosure and Barring Service check. This post requires occasional travel overseas in support of the wider UG Student Recruitment Team. This could be for periods of up to two weeks at a time*.*Extensive evening and/or weekend work, involving overnight stays and off-campus travel, 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. |

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| **Main duties and responsibilities**  |
| **1** | As directed by the Head of UG Student Recruitment (UK), devise and deliver recruitment activities aimed at UK based students 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. In addition, the postholder will be asked to offer occasional support in delivering recruitment activities focused on overseas target markets. |
| **2** | Maintain accurate records of outbound activity, supporting the team in the development of evaluation of its activity, including provision of market insight and analysis |
| **3** | Support and develop relationships with target schools and colleges, and with staff in HE networks, to enable the ongoing effectiveness of activity |
| **4** | Act as sole representative for the university, with autonomy and independence, at events across the UK |
| **5** | Develop and share knowledge in relation to recruitment markets and activities, undertaking ongoing training, sector liaison and stakeholder engagement |
| **6** | Work with University recruitment teams responsible for postgraduate targets, developing a broad understanding of the full portfolio, and collaborating on the planning of joint market activity |
| **7** | Support the Head of UG Student Recruitment (UK) by providing recruitment information and insight to contribute to reports for colleagues in Faculties, Departments, and other Professional Services teams |
| **8** | Represent the UG Student Recruitment Team in meetings and committees, outlining the expertise and values of the UG Student Recruitment Team and positively contributing to the University’s culture, programmes, services, policies and procedures |
| **9** | Develop materials and activities which support recruitment objectives, aimed at either a prospective student or influencer audience |
| **10** | 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 (UK) |
| **11** | Contribute to university-wide recruitment initiatives, including (but not limited to) Open Days, Confirmation and Clearing, and Schools Conferences |
| **12** | Act as a role model and mentor to more junior staff, both within and beyond the UG Student Recruitment Team, and work positively with Student Ambassadors to appropriately develop their work skills and behaviours  |
| **13** | Contribute to the creation of content for digital platforms, including blogs and social media, providing useful and relevant information, advice and guidance |
| **14** | Acquire and retain a basic understanding of relevant University services (e.g., taught degrees, research degrees, distance learning, apprenticeships, executive development and CPD) in order to handle enquiries from a broad range of prospective applicants |
|  | Undertake other duties as requested and reasonably required by the Head of UG Student Recruitment, or the relevant line manager, 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** |
| Undergraduate degree or equivalent | X |  |

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| **Criteria: Knowledge and Experience** | **Essential** | **Desirable** |
| Experience of student recruitment, student marketing, outreach, or admissions in a higher education setting |  | X |
| Experience of working in a customer-focused environment | X |  |
| Knowledge of current issues within higher education, particularly those connected with recruitment, education liaison and fair access | X |  |
| Ability to build strong relationships with stakeholders | X |  |
| A thorough understanding of qualifications appropriate for undergraduate entry. | X |  |
| Knowledge of the UK secondary education system | 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 |  |
| Excellent verbal and written communication 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; and to work unsocial hours, including weekends | X |  |
| Own means of transportation and/or access to public transportation | 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. |