

**ROLE DESCRIPTION AND PERSON SPECIFICATION
PROFESSIONAL AND ADMINISTRATIVE STAFF**

Role Title: UK Student Recruitment Officer

Service: Student Recruitment & Success

Pay Band: C

Reports to: UK Student Recruitment Manager

Purpose of Role:

The role is target orientated and supports the UK Student Recruitment Manager in the delivery of student recruitment activities across the UK to increase applications to the university.

To organise, plan and deliver activities and events on a regional and national basis, throughout the recruitment cycle for FE, UG and PG.

To provide an interface between Ravensbourne University London and its key audiences: potential students, influencers and external partners and contacts through the organisation and delivery of recruitment activities across the UK.

To focus on raising the profile of the university and increasing the volume of student enquiries, applications and enrolments.

The role will involve travel nationally.

Role Responsibilities:

- To support the UK Student Recruitment Manager in achieving objectives and targets. Generating enquiries, applications and subsequent enrolments for the university's courses.
- To be an active participant in recruitment events such as UCSA Conventions, HE Fairs, Careers Guidance Shows and other similar activities agreed. Activity will be both regional and national.
- To collect market intelligence and make recommendations to the UK Student Recruitment Manager to respond to the progressing market.
- To record and monitor student applications, and to make recommendations to the UK Student Recruitment Manager on new initiatives and ideas.
- To contribute to the achievement of targets within the university's Access and Participation Plan (APP).

- To deliver recruitment activity that maintains a diverse applicant pool, aligned to the commitments made in the APP.
- When required, to work with the APP Manager and Outreach Officer to undertake focused outreach activity in the UK with schools and colleges that directly contribute to the university's APP.
- To be responsible for the implementation and delivery of the planned engagement activities with UK feeder schools and colleges.
- To work together with the wider Student Recruitment & Engagement team, particularly the Progression Manager, to identify UK feeder schools for progression.
- To support the delivery of internal progression activities, as required by the Progression Manager.
- To support the delivery of the university's conversion plan.
- To work with the wider department to compile, test and deliver successful communications plans to maximise engagement through the CRM.
- To work with the UK Student Recruitment Manager and associated managers to design, implement, monitor and report on subject and market-led campaigns and activities.
- To undertake administrative tasks for student recruitment events, including booking stand space, organising logistics, itineraries, travel and accommodation, ordering materials, compiling risk assessments.
- Responsible for the collection and timely entry of data in the university's CRM system from all recruitment activities.
- To support relevant internal and external stakeholders in a professional and consistent manner to successfully increase applications, conversion and enrolments.
- To work collaboratively with academic colleagues within the university to support recruitment and conversion.
- To build internal relationships across the university and acquire a depth and breadth of knowledge of the course portfolio.
- To act as an ambassador during Open Days and Marketing & Student Recruitment events on behalf of the University, both within the UK and Overseas when required.
- To provide initial admissions advice to both prospective and current applicants, on courses and facilities, admissions requirements, course-specific entry criteria, tuition fees, scholarships and any other issues relating to admissions and liaise with colleagues in admissions, academic schools and registry as appropriate.
- To work co-operatively and flexibly within the Student Recruitment & Engagement team and wider university departments.

Other

- Demonstrate understanding of Ravensbourne’s values, culture and educational ethos and promote these through everyday practice in the role
- Work within Ravensbourne’s Code of Conduct and other Rules
- Comply with all legislative, regulatory and policy requirements (e.g. Finance, HR) as appropriate
- Carry out the policies, procedures and practices of Health & Safety in all aspects of the role
- Demonstrate value and importance of equality and diversity in every aspect of Ravensbourne’s work, and show commitment through everyday practice in the role
- Work in accordance with, and promote Ravensbourne’s environmental sustainability policy and practices
- Works continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate
- Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness
- Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne’s objectives achieved

Key working relationships

- UK Student Recruitment Manager
- Student Recruitment & Engagement team
- Marketing, Communications & Content team
- Admissions team
- Wider university colleagues

Resources Managed

- N/A

Budgets:

- N/A

Staff:

- N/A

Other (e.g. equipment; space)

- N/A

Person Specification (Knowledge, Skills and Behaviours)

	Essential	Desirable
<p><u>Core Personal Skills</u></p> <p>Minimum Qualification Required: Educated to degree or equivalent qualification at Higher Education level in a related discipline commensurate with the nature of the role.</p>	✓	
<p>Professional Memberships: Qualification from a professional associations, chartered bodies or relevant subject associations, preferably with professional membership</p>		✓
<p>Customer focus and service Understands the relationship between provider and customer, and the expectations of the recipient of a service. Is able to identify all such relationships in which they are involved, and with an attitude of mind that places the needs of the customer first, provides a service that fully satisfies them.</p>	✓	
<p>Enterprise and support for Income generation Understands the critical importance of income generation, in particular from student recruitment, and is alert to the opportunities for increasing income from existing or new sources, taking action as necessary.</p>	✓	
<p>Team working Works collaboratively and harmoniously within the team and more widely with all significant others to get the job done, to the satisfaction of all those involved.</p>	✓	
<p>Communicating and relating to others Communicates clearly orally and in writing, and in relating to others builds and maintains effective relationships openly and honestly, using every medium appropriately and with consideration for the audience, so that the messages (both ways) are understood and able to be acted upon.</p>	✓	

	Essential	Desirable
<p>Organising work</p> <p>Organises work for optimum effectiveness, using all the resources, tools and methods available, so that the objectives of the role, team and organisation are met.</p>	✓	
<p>Using IT</p> <p>Makes optimum use of appropriate digital technology and IT systems in all aspects of the role, particularly the ability to operate in a Virtual Learning Environment</p>	✓	
<p>Problem solving and decision making</p> <p>Anticipates problems or issues and deals with them creatively and constructively, reaching a rational decision for dealing with the problem or issue; one that is capable of practical implementation</p>	✓	
<p>Future focussed and change-ready</p> <p>Understands their current position in the broader environmental context and is receptive to, and open minded about, change, enabling them to respond positively and creatively to changing circumstances and requirements.</p>	✓	
<p>Numeracy and Statistics</p> <p>Understands, uses and presents numerical information clearly and accurately, according to the requirements of the task in hand.</p>	✓	
<p>Project Management</p> <p>Leads a Project throughout its life cycle, using the methodology to ensure the Project achieves its agreed purposes.</p>	✓	
<p>Resource Management</p> <p>Ensures that the resources required are available at the right time and in the right place, and appropriately monitored, so that the work can be done effectively and efficiently</p>	✓	

	Essential	Desirable
<p><u>Professional and Administrative knowledge and know-how</u></p> <p>Service Knowledge and its application</p> <p>Maintains, develops and applies comprehensive knowledge of all aspects of the service in ways that are proportional to Ravensbourne’s nature, scale and complexity, and keeps that knowledge and its application up to date and relevant</p>	✓	
<p>Professional context</p> <p>Develops and maintains an understanding of how developments in the professional, legal, regulatory and educational contexts impact upon own role specifically, and Ravensbourne more generally</p>	✓	
<p><u>Professional and Administrative service delivery, systems and processes</u></p> <p>Delivering the service</p> <p>Delivers the service, or that part of it as specified in the role description, to the standards required, and contributes to its continuous improvement</p>	✓	