Student Recruitment Officer (UK/EU) (Maternity Cover)

External Relations

Closing date: 22 July 2019

Interview date: 8 August 2019

Vacancy reference: 7768
INTRODUCTION

The University has set ambitious targets for student recruitment at a time of increasing competition and sector wide external challenges. This role supports the University’s strategies for student recruitment, widening participation and admissions, with a particular focus on undergraduate recruitment.

The Student Recruitment (UK/EU) team plans and delivers a series of strategic recruitment events and activities to promote the University of York to attract the brightest and the best students. The team engages with key stakeholders such as students, parents and advisers as well as schools and colleges. This post holder will work principally on activities related to the recruitment of undergraduate students. This includes visits to and from schools and colleges, attendance at recruitment exhibitions and providing specific information and advice about the University, its courses and facilities. The post holder will develop a detailed knowledge and understanding of the undergraduate student journey and adapt their approach and priorities to reflect sector and relevant market trends.

The role holder will join a successful and dynamic team and play an important part in student recruitment and outreach at the University of York.

The post is expected to be available for ten months from September 2019.
JOBS DESCRIPTION

Condition of appointment
Appointment of the successful candidate will be conditional on a Disclosure and Barring Service check.

Main purpose of the role
The post holder will work principally on activities related to the recruitment of undergraduate students, though there will also be some involvement with activities related to prospective postgraduates whilst visiting particular markets. This will involve managing, organising and attending events on and off campus (including targeted events in the EU), developing strong relationships with key stakeholders across the UK and EU markets and developing new working practices within York’s CRM (Customer Relationship Management) environment. The post holder will develop plans for UK/EU undergraduate recruitment to support the University’s strategy to meet quality and diversity objectives, whilst also taking account of academic departments’ student recruitment objectives.

Key responsibilities
(Role holders will be required to undertake some or all of the duties below)
1. To analyse and interpret past and current market information about study choices at York and elsewhere in order to inform the development of a range of effective recruitment activity in EU countries and the UK.
2. To take a leading role in the organisation, delivery and evaluation of the University’s programme of outside visits and representation in a range of UK and EU markets, whilst also supporting the work of the wider undergraduate recruitment team in the UK. Specifically,
   - to represent the University of York at higher education exhibitions, schools and other external events
   - to provide specialist information and advice to prospective students at higher education events
   - to speak with specialist knowledge and authority on behalf of the University of York to a variety of external audiences on a range of topics. These may include university choices, the application process, student money matters, unique selling points of the University of York and its academic departments, pastoral care and student support matters
   - to make necessary preparation and appropriate follow-up to outside visits and representation, including the use of mailing lists, databases and making effective use of the University’s CRM system
   - to attend relevant events and other opportunities in targeted markets across the EU, promoting the University to potential students, key influencers and other stakeholders
   - to increase the number of applications from target countries and to enhance awareness and the overall reputation of the University of York as an attractive and high quality institution
3. To work closely with the CRM (Customer Relationship Management) Manager to identify key points in the student journey (in relevant markets). This will include supporting the operational expansion of the University’s CRM system by providing expert advice in relation to student recruitment activities, whilst undertaking specific activities to maximise the number of leads in the system.
4. To develop specialist knowledge of target European markets in order to identify the best prospects for visits or recruitment campaigns. This will also involve developing specialist knowledge of key feeder institutions, social and cultural factors, as well as a detailed understanding of the educational systems in different European countries.
5. To help with the planning, development and delivery of conversion events and related activities as well as measuring their effectiveness and assessing return on investment.
6. To develop links and excellent working relationships with external and internal stakeholders to increase the operational
effectiveness of this role, whilst also creating a positive view
of both Student Recruitment and Admissions and the
University of York as a whole.

7. To work in collaboration with the University’s Marketing
team to develop the most effective marketing materials and
campaigns for admissions, recruitment and conversion
purposes. Using expert market knowledge the post holder
will advise on any adaptions or other changes which may be
required to ensure the communications are appropriate and
effective for use with specific groups of students or other
stakeholders.

8. To provide appropriate specialist advice, guidance and
support to staff in academic departments and other parts of
the University who are involved with admissions and student
recruitment activities.

9. To play an active role in the recruitment and training of
York’s Student Ambassadors, supporting them to provide
accurate and effective engagement with potential students at
recruitment events in the UK and (when appropriate) the EU.

10. To work in close collaboration with and under the
direction of the Student Recruitment Manager (UK/EU) to
develop strategies and tactics for student recruitment in EU
markets.

The above is not an exhaustive list and may change depending
on the prevailing strategic priorities of the University. In
addition, the post holder will take a share of the essential
administrative work of the wider Student Recruitment team,
as well as other duties within the scope and grading of the
post.
## PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Degree or equivalent professional qualification</td>
<td>Essential</td>
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<td>Full clean driving licence</td>
<td>Essential</td>
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<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tr>
<td>Familiarity with UK educational qualifications</td>
<td>Essential</td>
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<td>Knowledge of undergraduate recruitment and admissions processes</td>
<td>Essential</td>
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<td>Knowledge of UCAS admissions processes</td>
<td>Essential</td>
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<tr>
<td>Familiarity with – or preparedness to become familiar with – EU educational qualifications</td>
<td>Desirable</td>
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<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
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<td>Ability to communicate effectively with varied audiences face to face, in reports, publications and presentations - including a very good, confident public speaking style</td>
<td>Essential</td>
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<td>Excellent IT skills in the use of Microsoft Office, including skills in setting up and using spreadsheets and in querying databases</td>
<td>Essential</td>
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<td>Excellent administrative and organisational skills, including demonstrable planning, prioritisation and time management skills</td>
<td>Essential</td>
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<td>Good numeracy skills and confidence in interpreting data</td>
<td>Essential</td>
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<td>Experience of making strategic recommendations</td>
<td>Desirable</td>
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<td>Knowledge of Tableau or other business intelligence software</td>
<td>Desirable</td>
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## PERSON SPECIFICATION

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<thead>
<tr>
<th>Experience</th>
<th>Essential / Desirable</th>
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<tr>
<td>Experience of working in student recruitment and/or admissions</td>
<td>Essential</td>
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<td>Experience of project management</td>
<td>Essential</td>
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<td>Significant experience of managing and running events</td>
<td>Essential</td>
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<tr>
<td>Experience of organising and delivering outreach programmes</td>
<td>Desirable</td>
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<tr>
<td>Experience of market analysis, segmentation and targeting, especially in education</td>
<td>Desirable</td>
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<tr>
<td>Experience of working in EU student recruitment</td>
<td>Desirable</td>
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<tr>
<td>Experience of working with CRM or relevant customer engagement systems</td>
<td>Desirable</td>
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## Personal attributes

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<th>Personal attributes</th>
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<tr>
<td>Ability to work independently and show initiative</td>
<td>Essential</td>
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<td>Preparedness to travel in the UK and Europe on university business</td>
<td>Essential</td>
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<td>Ability to participate appropriately and persuasively in discussion and debate</td>
<td>Essential</td>
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<td>Preparedness to work unsocial hours and some weekend days, some of which may be alone</td>
<td>Essential</td>
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<td>Ability to obtain an acceptable enhanced disclosure from the Disclosure and Barring Service</td>
<td>Essential</td>
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<td>Ability to use own initiative and to adapt to unexpected situations or events</td>
<td>Essential</td>
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<td>A personable manner, able to adapt approach to different people and audiences</td>
<td>Essential</td>
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<td>A creative approach, whether communicating to potential students, or in solving problems</td>
<td>Essential</td>
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THE DEPARTMENT

Marketing, Recruitment, Admissions and Outreach (MRAO) forms part of the University’s Directorate of External Relations. MRAO has responsibility for the following:

- Marketing to raise awareness of York, its brand and product offering, for prospective applicants and other key stakeholders, including the production of effective marketing materials and conversion communications using the most appropriate and effective media, during the various stages of the student journey through to enrolment;

- Recruitment strategy, tactics and delivery to facilitate the targeted recruitment of prospective undergraduate and postgraduate students in the UK/EU, including lead acquisition, customer and channel management, targeted schools engagement and the delivery of key recruitment and conversion events;

- Admissions policy and strategy in relation to undergraduate and postgraduate students as well as the operation of the University’s admissions function; and

- Outreach specifically to students with widening participation characteristics.

MRAO works closely with other sections of the Directorate: in particular International Student Recruitment, and Communications, but also the Office of Philanthropic Partnerships and Alumni and the Centre for Lifelong Learning. In addition we maintain key relationships with academic and support departments across the University.

The post and associated teams are based on Campus West.
THE UNIVERSITY

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2019 it is the home of more than 18,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world's leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and one of just six post-war universities to have appeared in the world top 100. We were rated 22nd in the 2019 Times & Sunday Times league table. The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding multiple awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages.
The City and the Region

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York's bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford's Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it’s also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit [www.visityork.org](http://www.visityork.org) for more information on the city of York.

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 7768
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 22 July 2019

What will I need?

We will ask you for details of:

- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and/or by answering questions.

Help and assistance

Direct any informal queries to Andrea Bourne (andrea.bourne@york.ac.uk)

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835