Student Recruitment Coordinator (UK International)
External Relations

Closing date: 5 August 2019
Interview date: 3 September 2019
Vacancy reference: 7856
INTRODUCTION

The University Strategy for 2014-2020 sets ambitious targets for student recruitment with a focus on increasing the number of well qualified students admitted to the University. Marketing, Recruitment, Admissions and Outreach (MRAO) plays a vital role in this vision, acting at the point of interface between the University and its future students. Staff in MRAO work closely with prospective students and their advisers across a range of home and international markets and across multiple communication channels.

In this newly created role, we are seeking to appoint an enthusiastic Student Recruitment Coordinator to support the delivery of our student recruitment and outreach activities targeting UK-based international students. You will represent the University at student recruitment events and make visits to schools, agents and pathway providers to promote and develop brand awareness, build positive stakeholder relationships, and identify market opportunities for the University to grow its business. Joining at an exciting time for the University as we launch an ambitious new strategy for international growth, you will be based in the UK/EU Student Recruitment team and will collaborate closely with the International Recruitment team.
** JOB DESCRIPTION **

**At a glance**

<table>
<thead>
<tr>
<th>Salary</th>
<th>£25,482 - £31,302 a year / Grade 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours of work</td>
<td>Full Time / 37 hours a week</td>
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<tr>
<td>Contract type</td>
<td>Open</td>
</tr>
<tr>
<td>Based at</td>
<td>Heslington Campus West</td>
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**Condition of appointment**

This role is exempt from the Rehabilitation of Offenders Act. Consequently, all applicants will be asked to declare both unspent and spent convictions on their application form.

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

**Main purpose of the role**

The key purpose of the role will be to support senior staff to initiate, plan, and execute student recruitment activities that promote and develop brand awareness, build and maintain stakeholder relationships, and identify market opportunities for the University of York within the UK-based international student market.

The post-holder will play a key role in the recruitment of international students based at UK schools and other pathway providers. This will include delivering presentations, representing the University at recruitment events, analysing data and trends, and organising incoming visits for applicants, parents, sponsors and agents.

The post-holder will work under the direction of the Student Recruitment Manager (UK/EU) and will be expected to work closely with the International Recruitment team to develop a good understanding of the UK International and UK markets.

The post-holder will be required to have the ability and willingness to travel extensively around the UK, occasionally for long periods of time and including weekends and bank holidays and to operate effectively and autonomously under these circumstances.

**Key responsibilities**

(Role holders will be required to undertake some or all of the duties below)

**Student Recruitment**

- Play a constructive and pro-active role in the implementation of the University’s student recruitment activities in support of the University Strategy and with a focus on increasing the number of UK-based international students.
- Conduct student recruitment visits in the UK and occasionally the EU, as directed by senior staff.
- Represent the University at student recruitment events in the UK/EU to provide advice and guidance to prospective international students and their advisers.
- Visit source institutions such as schools, colleges and pathway providers to deliver presentations promoting the University to prospective international students and their advisers.
- Write reports summarising the objectives and outcomes of recruitment visits.
- Maintain productive relationships with key influencers such as agents, schools, colleges, pathway providers, British Council, University of York alumni and others, as may be appropriate within the context of stakeholder engagement.
- Plan and execute conversion activities, as directed by the senior staff and working collaboratively with colleagues in the Student Recruitment, Admissions, Marketing and CRM teams.
- Assist in analysing market intelligence, including statistical data, to inform market planning and development, and to inform the development of wider UK-based international recruitment strategy.
- Provide support for other student recruitment projects as directed by senior staff.

**Administration**

- Assisting with the practical aspects of international recruitment events, including making travel and accommodation arrangements, promotional mailings to applicants and enquirers and the dispatch of marketing...
JOB DESCRIPTION

• Assist in responding to enquiries from internal and external stakeholders by email, telephone, social media, and in person.

Collaborative Working

• Work in a constructive and collaborative manner with a range of individuals and organisations to ensure that the above responsibilities are carried through.

• The post-holder may from time to time be involved in other aspects of MRAO’s work, in particular providing staffing assistance at major Open Days and during confirmation and clearing.

The above list of duties is not exhaustive and is subject to change. You may be required to undertake other duties within the scope and grading of the post.
# PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>A good general education to include three passes at A Level, or equivalent education qualification, or relevant experience</td>
<td>Essential</td>
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<tr>
<td>A full UK driving licence</td>
<td>Essential</td>
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<tr>
<td>Degree level qualification or equivalent</td>
<td>Desirable</td>
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### Knowledge

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>An understanding of recent developments affecting international student recruitment to the UK</td>
<td>Essential</td>
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<tr>
<td>Knowledge of issues relating to the recruitment and admission of UK-based international students to university study</td>
<td>Essential</td>
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### Skills, abilities and competencies

<table>
<thead>
<tr>
<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to communicate effectively with varied audiences (face to face and online)</td>
<td>Essential</td>
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<tr>
<td>Excellent written skills with the ability to write in different styles</td>
<td>Essential</td>
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<tr>
<td>Excellent interpersonal communication skills (face to face, telephone and email)</td>
<td>Essential</td>
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<tr>
<td>Excellent administrative and organisational skills with the ability to meet deadlines</td>
<td>Essential</td>
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<tr>
<td>Excellent IT skills including the use of word-processing, presentation, database and spreadsheet applications</td>
<td>Essential</td>
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<tr>
<td>Excellent organisation skills and ability to prioritise a busy workload</td>
<td>Essential</td>
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<tr>
<td>Evidence of ability to work effectively with people from various cultural backgrounds</td>
<td>Essential</td>
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<tr>
<td>Ability to work effectively within a team whilst also able to work independently for sustained periods of time</td>
<td>Essential</td>
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## PERSON SPECIFICATION

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<thead>
<tr>
<th>Experience</th>
<th>Essential / Desirable</th>
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</thead>
<tbody>
<tr>
<td>Experience of working in a busy office in an administrative or customer service role.</td>
<td>Essential</td>
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<tr>
<td>Experience of providing efficient and effective customer service</td>
<td>Essential</td>
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<tr>
<td>Experience of delivering effective presentations</td>
<td>Essential</td>
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<tr>
<td>Experience of using database applications to analyse market segments and trends</td>
<td>Desirable</td>
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<tr>
<td>Experience of working in a student recruitment role within the HE sector</td>
<td>Desirable</td>
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### Personal attributes

<table>
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<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, diplomatic and confident in dealing with a wide range of people and situations</td>
<td>Essential</td>
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<tr>
<td>Ability to work with a high degree of adaptability and respond positively to changing circumstances</td>
<td>Essential</td>
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<tr>
<td>Evidence of a high level of attention to detail and accuracy</td>
<td>Essential</td>
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<tr>
<td>Ability and willingness to travel independently within the UK and EU, which may be for extended periods</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability and willingness to work extended hours and out of hours (eg evenings and weekends where required)</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to deal with sensitive and confidential information appropriately</td>
<td>Essential</td>
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Marketing, Recruitment, Admissions and Outreach (MRAO) is part of the External Relations Directorate. MRAO has responsibility for the following:

- provision of high quality marketing and communications support both in print and online;
- outreach to and recruitment of prospective undergraduate and postgraduate students in UK, European and Worldwide markets;
- admissions policy and strategy in relation to undergraduate and postgraduate students as well as the operation of the University’s admissions function and links with UCAS. Admissions decision-making is in part centralised with decisions taken by members of SRA staff;
- outreach specifically to students with widening participation characteristics.

This role is based within the Student Recruitment Team which works closely with other sections of the Directorate of External Relations: in particular those dealing with international recruitment, marketing, communications, partnerships, alumni outreach and admissions. The Team is based in The Stables building 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 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](https://jobs.york.ac.uk)
- Find this job using reference 7856
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 5 August 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 Gwion Sims (gwion.sims@york.ac.uk)

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

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