

## Job Description

### School and College Recruitment Officer

#### Faculty/Directorate: Marketing and Communications

**Grade:** E **Role profile:** SME1

**Full time** 37 hours per week **Permanent**

	Duties of the role
<b>Overall purpose of the role</b>	<p>This post is responsible for the implementation and delivery of the University's school and college recruitment activities. These activities primarily focus on 16–18 year old undergraduate applicants but also target mature learners, parents, teachers and younger cohorts of learners.</p> <p>The role supports student recruitment targets and involves account managing a group of schools/colleges, developing relationships and trust with key stakeholders, leading the delivery of student facing presentations and workshops, attending exhibitions, organising events and responding to enquiries from prospective students.</p> <p>The primary remit is to develop relationships with key stakeholders, deliver student facing activity and drive towards university wide recruitment targets.</p>
<b>Main duties and responsibilities</b>	<p>Undertake a range of activities to support student recruitment at DMU.</p> <p>Account managing a portfolio of 40-50 schools and colleges, within a defined region, creating positive relationships and generating bookings for DMU led activity. A proactive approach to engaging with different stakeholders within schools (i.e. Heads of Sixth Forms, Headteachers, Subject leads, Careers Advisers etc.) by drafting positive and engaging emails and booking phone calls and in-person meetings to build rapport and generate relationships.</p> <p>Build on and develop communication channels with schools/colleges in order to establish and maintain links with key personnel and promote the range of services offered by the School and College Recruitment Team.</p> <p>Independently delivering presentations in schools and colleges (pre and post 16, mature students).</p> <p>Independently representing DMU at Higher Education Fairs, locally, regionally and nationally.</p> <p>Promote, organise and host school and college group visits to the DMU campus.</p> <p>Research and become an expert in assigned school and college accounts, developing and maintaining a complete profile for each institution detailing their aims, objectives, specialisms and focus, thus enabling the identification of areas for</p>

	Duties of the role
	<p>potential growth and bespoke activity development.</p> <p>Establish and maintain accurate records and contact reports for each school and college account using the University's CRM system (HEAT) enabling accurate tracking of activity and the identification of areas of potential activity development.</p> <p>Work closely with Faculty Business Partner teams in delivering subject specific recruitment activities both on and off campus.</p> <p>Occasionally support the Enquiries Team in dealing with all enquiries (both telephone, email and face-to-face) relating to all aspects of DMU, including course provision, student finance, accommodation, open days and promotional events.</p> <p>Organising and hosting Teachers Conferences on the DMU campus.</p> <p>Form part of the operations team during the Clearing and Confirmation period.</p> <p>Provide market knowledge to help inform the development of tactical plans for recruitment activities.</p> <p>Support the recruitment, training and supervision of Student Ambassadors for school and college recruitment activities such as campus tours, open days, Clearing and other recruitment projects.</p> <p>Administer activity evaluations to seek feedback from learners and visitors to inform future planning and developments and to ensure the quality of the outreach service remains of the highest standard.</p> <p>Contribute to the development of sector and corporate knowledge to support enquiry handling and management.</p> <p>Be a competent and professional representative of the University in all dealings with the general public and others, requiring excellent communication and interpersonal skills at all levels.</p> <p>Perform any other duties commensurate with the job grade as reasonably required from time to time</p> <p>Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.</p>

# Person Specification

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Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
<b>Qualifications and Training</b>	Educated to HND/Degree level or equivalent qualification or experience	Essential		x			x
<b>Previous Work Experience</b>	Experience in marketing/student recruitment or sales	Essential		x	x		
	Experience planning, organising and running events	Essential		x	x		
	Experience working with young people (15-18 year olds)	Desirable		x	x		
	School and college liaison/relationship management experience	Desirable		x	x		
<b>Knowledge and skills</b>	Outstanding communication skills and the ability to liaise/present confidently to a wide range of stakeholders	Essential		x	x	x	
	Outstanding organisational and administrative skills and the ability to prioritise and plan a workload effectively	Essential		x	x		
	Excellent diplomacy and team-working skills	Essential		x	x		
	Able to work pro-actively and on own initiative, often to tight deadlines and within defined budgets	Essential		x	x		
	Experience working to targets	Essential		x	x		
	Strong commitment to promoting the benefits of higher education	Essential		x	x		
<b>Additional Requirements</b>	Flexibility as the post holder is required to work a number of unsociable hours, particularly evening and weekend events	Essential		x	x		

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				A	I	T	D
	Willing and able to travel throughout the UK, ideally with a full driving licence	Essential		x			x
	Current enhanced DBS check, or willingness to obtain one	Essential		x			x

**\*A = Application Form; I = Interview; T = Test; D = Documentary Evidence**