



October 2020

**Recruitment Officer Position**

Thank you for your interest in the Recruitment Officer post. Please find attached the following information:

- Job description
- Person specification
- General Terms & Conditions of Employment

If you would like to apply for this position, please submit a detailed CV and covering letter either by e-mail or in writing:

Email: [HRMailbox@westdean.ac.uk](mailto:HRMailbox@westdean.ac.uk)

**Closing Date: Sunday 18<sup>th</sup> October**

We endeavour to respond to all applicants in a timely manner. If, however, you do not hear from us within two weeks, please assume that your application has been unsuccessful on this occasion.



## JOB DESCRIPTION

<b>JOB TITLE</b>	<b>Recruitment Officer (0.6FTE)</b>
<b>SALARY</b>	£25,000 FTE
<b>BUSINESS AREA</b>	Student Recruitment & External Engagement
<b>LOCATION</b>	West Dean College of Arts and Conservation with potential home working (TBC)
<b>RESPONSIBLE TO</b>	Head of Student Recruitment & External Engagement

## MAIN RESPONSIBILITIES

- Support the Head of Student Recruitment in the development, implementation and monitoring of the Recruitment Strategy for the development of new and increased student audiences for both HE and short courses;
- To be responsible for implementing a comprehensive and effective approach to conversion.
- Responsible for organising and delivering high quality recruitment/conversion activities and events at the College and at other locations;
- As required, developing and maintaining relationships with feeder Colleges and professional organisations;
- Managing, monitoring and evaluating the College's presence in external listings and databases to support recruitment.

## GENERAL DUTIES & RESPONSIBILITIES

### Recruitment strategy and insight

- Implement agreed recruitment strategies in order to maximise conversion rates and develop new and increased student audiences for both HE and short courses and ensuring student recruitment targets for the College are successfully met.
- Identify key target markets and programme development opportunities based on market intelligence, trends and research to inform and ensure recruitment strategies are relevant.
- Collect, evaluate and share data with respect to the conversion rate of individual recruitment initiatives and the overall student recruitment strategy. Collaborate effectively with academic colleagues to ensure recruitment initiatives and strategy are relevant.



### **International Student Recruitment**

- Researching and identifying market demand in international regions and maintaining the market knowledge. Ensuring that the College has a sales presence in the relevant regions.
- Sourcing and managing a network of student recruitment agents and building relationships to ensure the most cost effective service.

### **Recruitment Events**

- Alongside the Head of Student Recruitment and External Engagement, organise and deliver the scheduling, promotion, planning, delivery and evaluation of high quality recruitment events as appropriate. Ensuring ongoing monitoring and evaluation of events to assess effectiveness for conversion rates.
- Identify, attend and evaluate a range of student recruitment events including recruitment fairs exhibitions, seminars, agent organised events, presentations at colleges, etc.

### **Marketing material development**

- In collaboration with the Marketing, Media and Design Manager feed in as appropriate to the development of student recruitment marketing materials (collateral, presentations, online content, etc).

### **Relationship management**

- Develop and maintain sustainable relationships with feeder Colleges and build mutually beneficial relationships with new and existing external stakeholders to help establish strong links with the College for prospective students
- Select, train and manage a network of 'student ambassadors' or similar to support student recruitment and conversion.

### **Managing and monitoring the College presentation**

- Managing and monitoring the College's presentation in external listings and databases including UCAS.

### **Budget management**

- Support the Head of Student Recruitment with the management of budgets relating to expenditure on recruitment activity, ensuring that resource is appropriately allocated and deployed within agreed levels
- Negotiate with suppliers to achieve best value for money
- Process any financial administration as necessary i.e invoices, purchase orders etc.



## General

- Build and maintain excellent working relationships, both internally within the organisation, and with external partners and suppliers, informing of recruitment objectives and activities where required
- Ensure stakeholders are aware of latest thinking relating to College recruitment strategy
- Regular liaison with Marketing, Media and Design Manager to ensure type and timing of communications are effective.
- Make full use of the College's IT systems, particularly its CRM, in order both to ensure applicants are appropriately communicated with and to extract data for reporting purposes
- To engage in professional development and training as agreed with the Head of Student Recruitment & External Engagement.
- Undertake any other duties as may be reasonably requested.

The statements in this job description are intended to describe the essential nature and level of work being performed. They are not intended to be all responsibilities or qualifications of the job.

**This job description is subject to regular review in consultation with the post holder.**



**PERSON SPECIFICATION**

**Experience**

Relevant work experience in Higher Education student recruitment environment	Essential
Experience of formulating recruitment strategies and campaigns	Desirable
Demonstrable project management skills	Essential
Knowledge of wider issues affecting student recruitment within the HE environment	Essential
Experience of managing and developing a network of recruitment agents	Desirable

**Education/Qualifications**

Educated to degree level or equivalent professional qualification	Essential
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**Skills and Knowledge**

Experience of organising recruitment fairs/events and Exhibitions	Desirable
Good verbal communication skills; have the ability to speak confidently to a variety of different audiences and be able to convey information in a clear and entertaining style. In particular the ability to relate well to the primary target audience	Essential
Excellent presentation skills and a creative approach to developing and delivering engaging presentations	Essential
An awareness of evaluation methods and processes and an ability to produce relevant reports summarising results and making recommendations	Essential
Excellent communication and interpersonal skills, including well developed negotiation, influencing and networking skills	Essential
An ability to work collaboratively as part of a team to meet shared objectives	Essential
Excellent organisation and project management skills	Essential
Excellent IT skills to support efficient communication, organisation and recording of information	Essential
Receptive to new ideas and approaches	Essential



**RECRUITMENT OFFICER**

**GENERAL TERMS AND CONDITIONS OF EMPLOYMENT**

Contract:	1 x Permanent Part Time Contract.
Duties:	As attached job description.
Salary:	£25,000 per annum (£15,000 pro rata).
Hours:	21 hours per week (0.6 FTE).
Place of Work:	West Dean College and home working where possible.
Holidays:	33 days per holiday year (20 days pro rata) (1 October to 30 September) inclusive of Bank Holidays.
Sickness:	10 days in any consecutive twelve month period (Full Time Equivalent), or longer period at the Foundation's discretion.
Benefits:	Contributory pension scheme, Employee Assistance Programme, free and discounted places on short courses at West Dean College.