ROLE PROFILE

Job Title: Student Recruitment Officer

School/Department: Nottingham University Business School

Job Family and Level: Administrative, Professional, Managerial, Level 3

Contract Status: Permanent

Hours of Work: Full-time (36.25 hours per week)

Location: Jubilee Campus

Reporting to: Faculty Marketing and Communications Manager (Social Sciences)

Purpose of the New Role:

- To provide professional administrative support to maximise the recruitment of suitably qualified students to the University in order to meet the Business School’s recruitment objectives.
- To support and deliver a co-ordinated approach to recruitment and conversion strategies and activities within the Business School, working effectively with colleagues in the University’s External Relations team.
- To collate data and market intelligence to support the strategic development and decision making in the Business School markets, including student conversion and monitoring, evaluating enquirer and admission data to support the Director of the Postgraduate Taught Programmes in strategic development and decision making.

The post will be located in the Business School and day-to-day supervision will be via the School’s Education Manager, Nottingham University Business School.

<table>
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<tr>
<th>Main Responsibilities</th>
<th>% time per year</th>
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<tr>
<td><strong>1. Student Recruitment</strong></td>
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<td>- In collaboration with relevant stakeholders to organise/attend MSc, MBA and PhD recruitment open days, breakfast events and on-line recruitment activities, for example webinars.</td>
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<td>- In liaison with the FMCM, external advertising companies and relevant external websites, to capture and follow up leads generated from marketing campaigns and student recruitment events. In conjunction with academic course directors and relevant departments, to respond to detailed prospective enquirer and applicant questions (all channels, including PeopleSoft CRM).</td>
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<td>- To be responsible for liaise between MBA applicants and MBA academic admissions tutors to arrange interviews.</td>
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<td>- To be responsible for the recruitment, training and managing the ambassador activities and payment of MSc and MBA doctoral Student Ambassadors to support conversion activities.</td>
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<td>- In conjunction with External Relations and academic directors, plan the annual schedule of international recruitment fairs and events.</td>
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<td>- To be responsible for the travel and accommodation arrangements for staff attending recruitment fairs and events.</td>
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<td>- On occasion represent the University at external recruitment events across the UK, EU and abroad where necessary.</td>
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2. **Conversion**
   - In liaison with relevant parties (External Relations, Student Recruitment Support Hub, Student Services and Academic Admissions Tutors) to follow admissions policies, accurately updating data for recruitment event presentations and maintain frequently asked questions for recruitment purposes.
   - To organise Postgraduate conversion events for applicants both on and off campus, and online information sessions, including event administration, liaising with University staff and external contacts.
   - To track, monitor and evaluate the effectiveness of individual advertising and recruitment activities in order to assist the FMCM to make informed decisions on future conversion, advertising and recruitment activities.
   - In order to convert postgraduate applicants to registered students, to be responsible for creating personalised email communications and for being involved with telephone campaigns.
   - In collaboration with Student Services etc. provide campus tours to visiting prospective MBA and MSc students.

3. **Data Analysis and benchmarking**
   - To be responsible for the analysis of statistical data and the production of reports to inform recruitment strategy.
   - To assist in researching, analysing and reporting on information about recruitment trends, to inform University recruitment strategy, including the analysis and manipulation of data sets.

4. **Scholarships**
   - To be responsible for identifying candidates, assessing eligibility, and tracking MSc and MBA scholarship awards.
   - To monitor the scholarship budget and report the Education Manager.

5. **School Marketing Collateral**
   - To work closely with the School’s External Relations Manager and the Faculty Marketing and Communications Manager (Social Sciences) to produce and publish marketing materials.
   - To organise student and alumni profile interviews and photography for School marketing collateral.
   - In liaison with the Faculty Marketing Team and International Student Recruitment Team, to be responsible for the co-ordination of shipping marketing collateral to overseas regional offices and agents.
   - To assist with planning and implementation of communication campaigns, including campaigns via social media.

6. **Other**
   - Any duties as required for the provision of an effective collaboration, in accordance with the nature and grade of the post.

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**Knowledge, Skills, Qualifications & Experience**

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<tr>
<th>Qualifications/Education</th>
<th>Essential</th>
<th>Desirable</th>
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<td>HNC or HND or equivalent.</td>
<td>Broad substantial relevant experience in a recruitment/admissions role in education or related sector.</td>
<td>Knowledge of higher education, particularly within the postgraduate markets.</td>
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<td>Excellent customer service/client management skills.</td>
<td>Excellent communication skills.</td>
<td>Market research skills.</td>
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<td>Excellent organizational and event planning skills.</td>
<td>Excellent computing skills including Microsoft Office, particularly Word and Excel.</td>
<td>Understanding of CRM systems.</td>
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<td>Knowledge of digital technologies and impact on communications.</td>
<td>Judgement and understanding of how to respond to and route a range of enquires.</td>
<td>Excellent attention to detail.</td>
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and accuracy in work, often working to tight deadlines.
- The ability to work under pressure.
- Good personal presentation and social skills, discretion, maturity and calmness under pressure.
- ‘Can do’ attitude.

| Experience | Experience of using initiative to identify and solve problems.  
|            | Experience of working consistently to a fine level of detail and accuracy, whilst managing competing deadlines.  
|            | Experience of reviewing processes and procedures identifying where supporting data can inform them and their improvement.  
|            | Project management/co-ordination experience.  
|            | Experience of liaising with a diverse range of stakeholders at all levels.  
| Other      | Understanding the importance of confidentiality.  
|            | Ability to be diplomatic in sensitive situations.  
|            | The post can, at times involve working unsocial hours, including occasional early morning and weekend work.  
|            | Experience of working in a Fast moving, changeable environment (preferably HE).  
|            | Experience of using CRM systems to manage recruitment and to evaluate the data.  

*The University of Nottingham strongly endorses Athena SWAN principles, with commitment from all levels of the organisation in furthering women’s careers. It is our mission to ensure equal opportunity, best working practices and fair policies for all.*