



Senior Student Recruitment Officer (Postgraduate)

Job Description

Position overview

Department	Marketing, Admissions, Recruitment & Visa Compliance
Location	Devon House, London (Hybrid role)
Term	Full-time; permanent
Salary	Up to £40,000 per annum, depending on experience
Benefits	Generous benefits package including 25 days holiday allowance pro rata (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Start	As soon as possible

The Marketing, Admissions, Student Recruitment & Visa Compliance team (MARV) is a friendly, supportive and professional directorate within Northeastern University London, with a focus on supporting students during the pre-enrolment stage of their journey.

The Senior Student Recruitment Officer (Postgraduate) is one of four senior officers and focuses on postgraduate student recruitment from both overseas and within the UK. This role will be varied but will concentrate on creating a recruitment strategy and operational plan for postgraduate student recruitment. The post holder will identify target markets and will create recruitment plans for those markets to ensure the delivery of planned intake numbers each year. In addition, the post holder and their team will deliver on a number of projects, including; the delivery of in-house events such as open evenings, inbound visits, and academic taster lectures. The post holder will be based on campus in St Katherine Docks next to the iconic Tower Bridge, with the option to also work flexibly.

The primary objective of this post is to support the recruitment of postgraduate students globally. This will be achieved by nurturing prospective students to the point of application and then helping to convert them from initial enquiry through to enrolment. Whilst the role is focused on

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recruitment into NU London, the postgraduate team will work alongside colleagues recruiting into Northeastern's Global Campus Network across North America and the UK.

Duties and Responsibilities

Strategy and operational plans

- Working with the Head of Student Recruitment and the Senior Manager for Recruitment Strategies, support the creation of a global student recruitment strategy for postgraduate
- Create an operational plan of in-house and external recruitment events and initiatives that deliver on the strategy and are aligned with the target student intake. These plans will cover recruitment from the UK and overseas
- Use sector data and CRM data (Hubspot), alongside sector knowledge and experience, to inform the strategy and operational plans
- Work collaboratively with Northeastern's in-country teams to ensure good coordination across recruitment efforts and to utilise their knowledge and expertise
- Provide regular feedback that helps to inform decision-making across the directorate, provide sector insights and work collaboratively with colleagues in Marketing, Admissions, and Visa Compliance to ensure best practice is shared and a joint-up approach to recruitment efforts across MARV

In-house events

- Lead the planning and delivery of in-house student recruitment events. These could include; open days, postgraduate fairs, online or in-person taster lectures and visits from prospective students
- Lead on regular and ad-hoc campus tours and visits from prospective students
- Ensure effective data entry using the University's CRM system and follow-up/evaluation of activities and events

Line management

- To provide excellent and effective leadership and line management to the postgraduate team (currently, two Student Recruitment Officers) and work collaboratively with other senior officers to ensure the delivery of the wider operational

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plans

- Work collaboratively with the Senior Student Recruitment Officer (International) to ensure that undergraduate and postgraduate activity in each market is coordinated

Prospective student engagement

- To handle enquiries from prospective students, their influencers and education agents in a timely manner to ensure the best possible customer experience
- To represent the University, often as the sole representative, at student recruitment events

Other student recruitment projects

Telephone campaigns

- To lead on the coordination of a series of telephone campaigns to help nurture students from prospect to applicant
- To provide consultative calls to prospective students – supporting them with their postgraduate course search and future study options
- To manage a group of student callers who are able to provide peer-to-peer support and guidance via targeted telephone campaigns

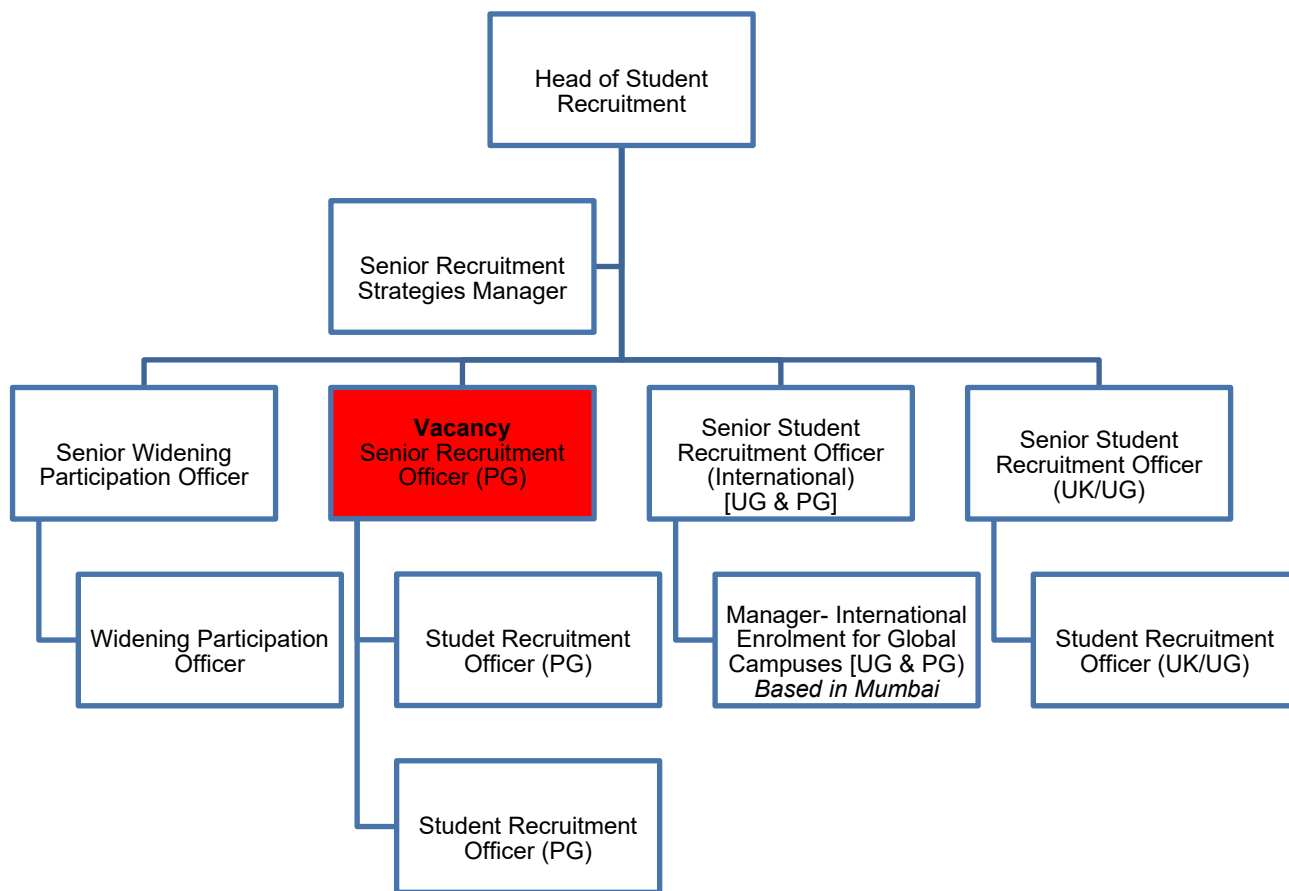
Education agents

- Working with the Head of Student Recruitment, support the management of education agents that represent the University globally
- Build strong relationships with partners to maximise the potential of this recruitment channel
- Ensure effective management of the agent scheme

Other duties

- To undertake any other duties commensurate with the level of responsibility of this post, for which the post holder has the necessary experience and/or training
- To proactively take responsibility for personal career development

Organogram – Student Recruitment & Widening Participation



About the University

Founded in 2012, Northeastern University London has established itself as a prestigious higher education institution based in the heart of London. After becoming part of Northeastern University's global network in early 2019, the University underwent a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020, moving to new premises in 2021 and gaining University Title in 2022. Northeastern University London continues to grow taking in more students year on year, further expanding its courses, network and opportunities.

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Person Specification Criteria (Essential / Desirable)

Training & Education

- Educated to degree-level [E]
- Educated to Masters Degree Level [D]
- Sales training [D]
- Foreign language abilities [D]

Experience

- Experience of giving presentations and advising students [E]
- Line management experience [E]
- Student recruitment experience in a higher education environment [E]
- Experience of recruiting postgraduate students to the UK [E]
- Understanding of the broader Higher Education sector [D]
- Experience of application conversion activity [D]

Skills & Knowledge

- Ability to initiate and develop relationships with a wide range of contacts, internal and external to the College, in a professional manner [E]
- Excellent oral, written and presentation skills [E]
- Ability to empathise and develop rapport with prospective/current applicants [E]
- Ability to work proactively and independently [E]
- High level organisational and time management skills, including the ability to prioritise and manage workload [E]
- High levels of accuracy and attention to detail [E]
- Ability to work as part of a team, and to support colleagues [E]
- Intrinsic belief in the value of higher education [E]
- Experience of working with a CRM system and confidence in data input and analysis [D]
- Knowledge and understanding of current education trends and changes in

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government policy and market environment, that affect student recruitment [D]

- Knowledge of 'Student Route' Home Office student immigration compliance issues as they relate to the recruitment and admission of international students [D]

Other

- Ability to travel (UK and overseas) and a willingness to work outside of typical office hours [E]
- A passport and the ability to travel internationally to support student recruitment activities and engage with colleagues across the Global Campus Network [E]
- A full UK driving licence and being confident and able to drive within the UK [D]

Application process

Applications should be made via [this link](#) by 20:00 on **19/03/2023**. Please reference your application "**SSROP0223**". Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.

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