



Senior Student Recruitment Officer (Undergraduate)

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 (Undergraduate) is one of four senior officers and focuses on undergraduate student recruitment primarily from within the UK. This role will be varied but will concentrate on creating a recruitment strategy and operational plan for UK student recruitment. Projects will include; the delivery of events such as open days, campus tours, inbound school visits and taster lectures. In addition, the post holder will oversee the Schools Liaison project and arena events (e.g. UCAS) across the UK. The post holder will be based on campus in St Katharine 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 undergraduate students from the UK. 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.

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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 UK student recruitment strategy
- 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
- Use sector data and CRM data (Hubspot), alongside sector knowledge and experience, to inform the strategy and operational plans
- Maintain and develop a list of key target schools within the UK and provide exceptional customer service to the key stakeholders
- 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, online or in-person taster lectures, essay competition celebration events and support with offer holder/applicant days.
- Lead on regular and ad-hoc campus tours and visits from prospective students, including organised school visits
- To 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 Student Recruitment Officer (UK) and work collaboratively with other senior officers to ensure the delivery of the wider operational plans
- Work collaboratively with the Senior Student Recruitment Officer (International) on the overall delivery of the undergraduate plan to achieve the target intake each year

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Prospective student engagement

- To handle enquiries from prospective students, parents, teachers, guidance counsellors and 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 (e.g. UCAS exhibitions, school fairs etc.) across the UK, when required

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 plan and deliver a series of telephone campaigns throughout the year ahead of key events (e.g. open days) to ensure good attendance and conversion from those booking to attending
- To manage a group of student callers who are able to provide peer-to-peer support and guidance via targeted telephone campaigns

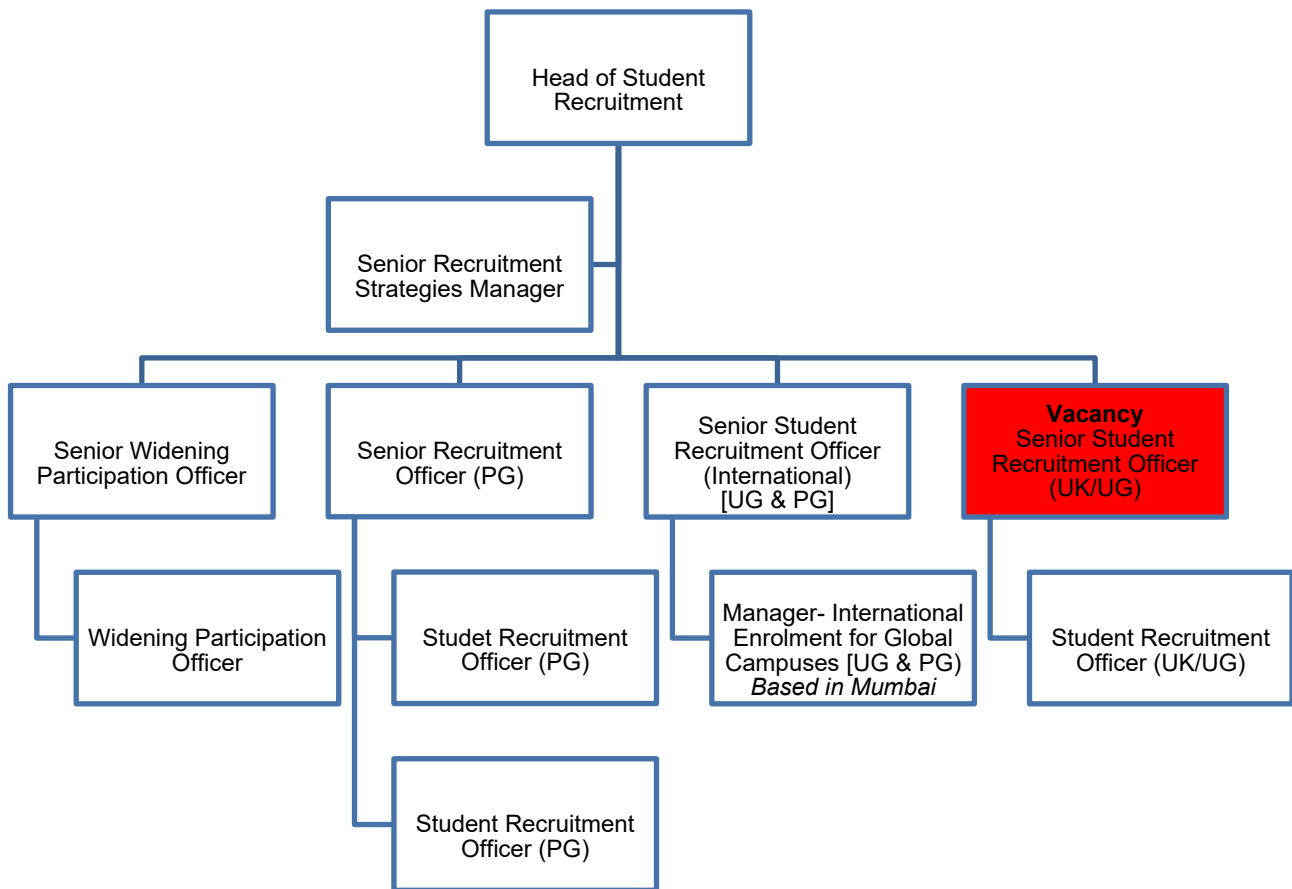
Student ambassadors

- To support the centrally managed Student Ambassador Scheme (led by the Student Life team)
- Working with colleagues in Student Life, help to recruit, select and train a group of ambassadors each year as well as providing ongoing support, training and development to students already in the scheme
- To be a point of contact for students on the Student Recruitment stream and to help mentor them – providing the necessary support and guidance

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
- Ability to travel within the UK and internationally to support student recruitment activities and engage with colleagues across the Global Campus Network.

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]
- Understanding of the broader Higher Education sector [D]
- Experience of application conversion activity [D]
- Experience in recruiting students to postgraduate-level programmes [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 within the UK and a willingness to work outside of typical office hours. For example, overnight stays and evening events. Some weekend work will also be required (e.g. for an open day) [E]
- Ability to travel internationally, from time to time, 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 "**SSROU0223**". 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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