

Job Description

Senior Student Recruitment Officer

Position Overview

Department	Global Enrolment Management
Location	Marble Quay, London (Hybrid role – 2 days minimum on campus)
Term	Full-time; permanent
Salary Range	£35,000 - £40,000, depending on experience
Benefits	The university supports staff maintaining a good work/life balance, offer flexible working and parental leave opportunities, an Employee Assistance Programme which provides free, confidential advice on both home and work concerns as well as optional private medical insurance, season ticket loans and being part of the cycle to work scheme.
Start	From 1 st July 2024

The Role

The Global Enrolment Management team at NU London is responsible for worldwide recruitment of postgraduate students. The team sits within the wider Enrolment Management unit (comprising of Recruitment, Widening Participation, Marketing, Admissions and Visa Compliance functions) as well as the larger Northeastern Global Enrolment Management team, responsible for all postgraduate recruitment into Northeastern's campus network (spanning the UK, USA and Canada).

Reporting to the Director of Global Enrolment Management & Partnerships, the Senior Student Recruitment Officer will play a vital role in helping to coordinate and manage numerous projects and initiatives that support the enrolment of postgraduate students into NU London. The role will be varied and whilst support and guidance will be given, the postholder will enjoy the freedom to shape the role and lead on projects and initiatives across the Global Enrolment Management team. In addition to working on specific projects, the postholder will also work directly with students, their supporters, and our partners to promote NU London postgraduate opportunities and support students with their decision-making process.

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Duties and Responsibilities

Application generation and conversion (35%)

- In accordance with Key Performance Indicators (KPIs), to be renewed annually, lead on application generation for all postgraduate programmes offered by NU London
- Manage and coordinate a nurture to application strategy and operational plan for postgraduate leads each cycle.
- To carefully plan and design a number of recruitment strategies that focus on nurturing prospects to an application for all NU London graduate degree programmes.
- Work closely with offer holders to help them with their decision making and to maximise the number of students accepting their offer.
- Represent the University, often as the sole representative, at student recruitment events across the UK and overseas, when required.

Channel Partner (agent) Management (25%)

- Take the lead for the management of postgraduate Channel Partners that represent the University globally.
- Build strong relationships with partners to maximise the potential of this recruitment channel.
- Ensure effective management of Channel Partners – including providing regular updates, managing commission payments, training, and ongoing support for the channel partner network.
- Work collaboratively with the International Student Recruitment Officer (South Asia) to support them with effective channel partner management in their region.
- Working collaboratively with Undergraduate Student Recruitment team at NU London to ensure a joint, streamlined, and strategic approach to agency management. Additionally, ensure a joint approach across the wider Global

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Enrollment Management team in relation to channel partner management.

Executive support and operations management (25%)

- Providing support to the Director on matters pertaining to Global Enrolment Management in London
- Working, with support from the Director, on a variety of projects and initiatives that span the full student lifecycle.
- In coordination with the Director, function as the main point of contact with the NU London marketing team to ensure the marketing needs of GEM are understood and that all shared projects (e.g., listing sites and third-party contracts) are being managed effectively.
- Have oversight of, and responsibility for, operational matters such as freight management, regional office coordination and supporting tasks such as weekly reporting, data management and CRM management.
- Work closely with the wider Global Enrolment Management team (based globally) to help integrate the London team into the wider network and support cross-campus initiatives and projects.

Enquiry Management & Consultative Sales (15%)

- Support with incoming enquires from prospective students via multiple channels.
- Provide accurate, timely and professional responses to their questions and provide next steps with a clear call to action.
- Support with the delivery of information sessions, open events, virtual events, and tours/visits that support student decision-making.

Other duties

- Maintain a high level of sector knowledge to ensure that strategies consider the changing higher education landscape globally and ensure regular horizon scanning to feedback and evolve strategies and plans. This is to include attendance at key conferences and sector training events.

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- As directed by the Director of GEM & Partnerships, work on any other projects or tasks (appropriate to the level of the post) across GEM on either a temporary or permanent basis to meet the needs of the business.

About the University

Founded in 2012, Northeastern University London (formerly known as New College of the Humanities) has established itself as a prestigious higher education institution based in the heart of London. Northeastern University London is part of Northeastern University's Global Campus Network. Positioned as top ranking in the USA, Northeastern has campuses in Arlington, Boston, Charlotte, Miami, Oakland, San Jose, and Seattle in the USA, and Toronto and Vancouver in Canada.

After becoming part of Northeastern University's global network in early 2019, the University has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moved to a new, state-of-the-art campus in 2021.

Northeastern University London offers a vibrant, collegiate community delivering broad and academically rigorous degree programmes, designed to equip graduates with the combination of skills and knowledge that are increasingly desired by organisations, employers, and society.

Person Specification Criteria

Required Qualifications:

- Bachelor's degree.
- Student recruitment experience in a higher education environment.
- Excellent communication and presentation skills.
- High level of organisation and time management skills, including the ability to prioritise and manage workload.
- High levels of accuracy and attention to detail.
- Understanding of the broader higher education sector.
- Experience giving presentations and advising students.
- Ability to work proactively, independently, and as part of a small team.
- Ability to empathise and develop rapport with prospective/current applicants.
- Ability to initiate and develop relationships with a wide range of contacts, internal and external to the University, in a professional manner.

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- Ability to manage multiple projects or processes concurrently and balance competing priorities.
- Ability to travel independently within the UK.
- Ability to travel internationally, as required, to support student recruitment activities and engage with colleagues across the Global Campus Network.
- Ability to work in-person at our London campus.
- Ability to work outside of regular office hours, including evenings and weekends.

Preferred Qualifications:

- Master's Degree.
- Experience working with diverse populations.
- Experience working with a CRM system and confidence in data input and analysis.
- Sales training or background.
- Knowledge and understanding of current education trends and changes in government policy and market environment, which affect student recruitment.
- Experience of managing people
- A full UK driving license and being confident and able to drive within the UK.
- Foreign language abilities.

Additional Information

This role requires UK and International travel and a requirement for some unsociable hours – including weekend an evening working. The postholder will be compensated with time back in lieu for this.

Enquiries

Role specific enquiries may be made to Dan Rolfe (dan.rolfe@nulondon.ac.uk). However, all applications must be made in accordance with the application process specified. All other enquires to jobs@nulondon.ac.uk

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Application Process

Applications should be made via [**this link**](#) by 23:59 on **Sunday 26th May 2024**. Please reference your application “**SSRO0424**”. 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.

Interviews are expected to commence w/c **10th June 2024**.

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.

Job sponsorship: This role is suitable for sponsorship.