

**UNIVERSITY OF PORTSMOUTH LONDON
MARKETING AND RECRUITMENT**

1. JOB DESCRIPTION

Job Title:	UK Student Recruitment and Outreach Officer (UOP London)
Grade:	6
Department: Location:	Marketing, Recruitment, Communications and Engagement London
Position Reference No:	TBC
Responsible to:	UK Student Recruitment and Outreach Manager
Responsible for:	N/A
Effective date of job description:	August 2024

Context:

The role of the **UK Student Recruitment and Outreach Officer** is to enhance, support and implement the University's recruitment strategies and outreach initiatives, leading on academic engagement to facilitate and manage the development of recruitment plans and delivery of student recruitment targets. This will include leading on the nurturing and management of relationships with schools and colleges, and delivery a programme of high-quality recruitment activity and interventions.

In addition, the post holder will ensure delivery of relevant aspects of the university's Access and Participation plan, delivering maximum impact, and supporting the University Strategy and business objectives in relation to the London offering.

Working with management, academics, professional services, the post holder will assist and support operational capacity to develop, implement and grow recruitment practices that encourages engagement, delivers meaningful communications, and ensures a best-in- class approach to all activity that supports the recruitment of UK students to the London campus.

Purpose of Job:

To support the University strategy by generating interest, applications, and enrolments for University's London campus. Working with key internal and external stakeholders to support the development and implementation of the three-year recruitment plan to establish a London presence.

Taking a data-led, user centric approach, develop and deliver appropriate activities, interventions, events, and content, to raise awareness and promote the University's London offering to prospective undergraduate and postgraduate.

Proactively build and manage relationships with target schools and colleges, other partners and organisations across London and the UK to achieve the University's recruitment targets, using data and analytics provide market insight on recruitment trends and opportunities, and to provide insightful reporting against targets and KPI's to support effective decision making.

Key Responsibilities:**1. Strategic Planning**

Support the development and delivery of an integrated student recruitment plan with associated targets and KPIs (ensuring a data led approach to targeting and evaluation) to maximise engagement, applications, and enrolments for UoP London to achieve UG and PG targets.

Working in consultation with internal / external stakeholders, partners, colleges, and schools, develop and deliver an innovative annual programme student recruitment activities representative of the UoP London offer.

2. Relationship Building

Research, identify, and develop relationships and networks with target schools and colleges, education providers and other relevant organisations, that will benefit UoP London (and the institution as a whole).

Account-management of target schools and colleges and deliver high quality engagement activity with for prospective students, their parents, teachers, and advisers, raising the profile of the University and the London campus to generate applications and enrolments.

3. Conversion Activity

Assist the implementation of the multi-channel conversion recruitment plan to support progression through the application cycle from awareness to consideration, application, engagement, and enrolment.

Utilising events, CRM, and other relevant channels, create innovative and engaging conversion journeys and strategies to maximise student numbers, ensuring coordination with other communication streams across the team / University.

Act as a first point of contact for prospective students and applicants, providing face to face and virtual advice, information, and guidance.

4. Academic Engagement

Work with the UOPL academic team to develop, implement, and staff, specific recruitment activities to achieve the University's recruitment targets.

Ensure academic colleagues are engaged and kept up to date with planned recruitment activities and performance throughout the cycle.

5. Widening Participation

Support the delivery of UoP's Access and Participation plan targets and the recruitment of London-based students from underrepresented groups to both the London and Portsmouth campuses.

Work with colleagues and key stakeholders to effectively recruit direct and non-standard entry students, in particular those from Waltham Forest and surrounding London boroughs.

6. Data Management

Support the implementation and update of databases, systems, and reporting functions and provide a high level of customer service to prospective students and key stakeholders by ensuring all data is captured, handled, stored, and managed effectively and in accordance with relevant regulations (such as GDPR).

7. Event Management

Support the delivery and planning of on/offsite student recruitment events (Open Days, Applicant Days, Offer Holder Days, Taster Days, external careers events, and other relevant events), acting as the subject matter expert in relation to the UoP London offer, and ensuring all necessary materials and collateral are available, and that issues arising pre/during/post event, are resolved in an effective manner, giving an outstanding audience / customer experience.

8. Enquiry Management

Support the enquiry management process for prospective students, ensuring effective systems and process are in place for handling all incoming enquiries (web, email, chat, phone, walk- in) and that enquiries are recorded in the CRM system, and customers are dealt with in a friendly, professional, and timely manner, reporting / escalating any issues quickly and accurately.

9. Stakeholder Communications

Working closely with all relevant stakeholders (internal and external), build effective relationships to ensure all recruitment opportunities are maximised and all activity is coordinated with wider University offering, maximising return of investment.

Ensure there is a clear communications and engagement plan in order to keep internal and external stakeholders and audiences up to date with the latest news and developments relating to the UoP London campus and offering.

10. Data Analysis

Regular reporting and monitoring processes to measure performance against KPIs and recruitment targets, identifying emerging risks to the student recruitment and formulating plans to mitigate these.

Critically assess and evaluate recruitment activity in respect of value for money and ROI in relation to targets, making changes and improvements, as necessary.

Monitor and evaluate market trends and competitor activity across the sector to ensure recruitment plans are customer / market focused and UoP retains a competitive edge.

12. General Administration

Track, administer and report on budget spend, external events, progress against recruitment / project plans, recruitment data / records, competitor / market developments and undertake other administrative duties as necessary / requested.

Additional expectations:

- Participate in performance & development review (PDR), ensuring that work produced is in line with the university's aims and that issues are raised openly and respectfully.
- Support the university's commitment to equality, diversity, respect, and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities, and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age, or family circumstances.
- Comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others. Report all accidents, near misses and unsafe circumstances to line management.
- Undertake other duties as reasonably requested by line manager or senior colleagues.

The duties listed are a guide to the work that the post holder will be required to undertake. They may be changed from time to time to meet changing circumstances and do not form part of the contract of employment.

The University operates a hybrid approach to working with both office and home-based options available (to be agreed with the line manager). Extensive travel (UK / International) and out of hours working (evenings and weekends) will be expected with TOIL provided to compensate as appropriate. This post is also subject to an enhanced Disclosure and Barring Service (DBS) check.

The post holder will be expected to be based within commuting distance of the University's London campus in Waltham Forest (Walthamstow Central).

Working Relationships:

1. UoP London senior management team
2. UoP London Student Recruitment & Outreach Manager
3. UoP London academics and teaching staff
4. UoP London professional service staff
5. UoP Recruitment and Outreach Team

6. UoP Portsmouth Marketing, Advancement and Communications colleagues
7. UoP Student Ambassadors, SU officers and representatives
8. Waltham Forest council contacts (Comms, education, projects teams)
9. Local schools and colleges, educational organisations, and other external partners

3 PERSON SPECIFICATION

No	Attributes	Rating	Source
1.	Specific Knowledge & Experience		
	Experience of delivering student recruitment and outreach activities.	E	AF, S
	Student recruitment experience in a HE / Education setting, within the London market.	D	
	Proven track-record of devising and implementing student recruitment strategies for growth / diversification of markets.	E	AF, S, P
	Extensive experience of working in a complex successful domestic student recruitment or sales environment.	E	AF, S
	Strong knowledge of and connections in the London (UK) school and colleges sector and local enablers / inhibitors.	D	AF, S
	Strong knowledge of the UK Higher Education policy context and market trends and their impact on student recruitment.	D	AF, S
	Proven event management experience, such as supporting the delivery of Open Days and attending external careers fairs.	E	AF, S
	Extensive experience in using data and analytics to drive planning, develop activity and measure return on investment.	E	AF, S
	Evidence of building and maintaining effective working relationships with a range of internal and external stakeholders.	E	AF, S
	Experience of working with UoPL's target market (e.g., 16–19-year-olds, mature / non-traditional students based in London)	D	AF, S
	Experience of establishing effective relationships with schools and colleges for student recruitment purposes.	E	AF, S
2.	Skills & Abilities		
	Strong ability to self-motivate and work independently	E	
	Flexible and able to work on several projects simultaneously	E	
	Good communication (verbal/written) and presentation skills.	E	AF, S, P
	Excellent customer service, interpersonal and influencing skills	E	AF, S P
	Excellent organisational and project management skills.	E	AF, S
	Performance driven and able to deliver under pressure.	E	AF, S
	Strong analytical skills and ability to analyses data effectively.	E	AF, S
	High-level of initiative and creativity in problem solving.	E	AF, S
	Exceptional time management skills	E	AF, S
	Computer literacy (MS Office, CRM etc.)	E	AF, S
3.	Qualifications, Education & Training		
	Good degree or equivalent work experience	E	AF
	Professional marketing/leadership qualification	D	AF
4.	Other Requirements		
	High level of professionalism with ability to command respect and credibility from all staff and stakeholders.	E	AF, S, P
	Willingness to travel within and around London and occasionally across the UK, with overnight stays as required.	E	AF, S

	Willingness to work flexibly to meet demands of the role and work evenings and weekends as required.	E	AF, S
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Legend

Rating of attribute: E = Essential; D = Desirable

Source of evidence: AF = Application Form; S = Selection Programme; P = Presentation