

## Job Description

### UK Student Recruitment Officer

#### Position Overview

<b>Department</b>	Enrolment Management
<b>Location</b>	Devon House, London (Hybrid role) – 3 days from the office with evening and weekend work flexibility
<b>Term</b>	Full-time; Permanent
<b>Salary Range</b>	£32,000-£38,000 per annum, depending on experience
<b>Benefits</b>	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.
<b>Direct Reports</b>	N/A
<b>Reports to</b>	UK Student Recruitment Manager
<b>Start</b>	As soon as possible

#### The role

As a member of the Northeastern University London Undergraduate Recruitment Team and under the guidance of the UK Student Recruitment Manager, the UK Student Recruitment Officers will support home student recruitment for undergraduate programmes. This will be achieved by counselling prospective students to the point of application and then helping to support them from initial enquiry through to enrolment.

This role will support a range of priorities related to recruitment of incoming undergraduate students, including planning and executing recruitment travel to UK schools annually, building and maintaining effective relationships with UK school administrators, and attending school events across the UK.

Event planning and management are significant components of the role. This will require logistical oversight and management of large events; including UCAS Fairs, Offer Holder

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Days, and other NU London lead generation initiatives such as Essay Competition events and Open Days. This role will also support regular on-campus programming, such as information sessions, campus tours (ad-hoc and scheduled), on-campus school group visits, and taster lectures. This role will also support a best-in-class campus visit experience for prospective students and offer holders through timely management of student and parent enquiries directed to the recruitment team via e-mail and phone correspondence, logistical oversight of ad-hoc campus visit requests, and training support for student ambassadors.

This is a full-time role that will work on a hybrid schedule, with a set expectation for in-person work that may change based on unit needs throughout the admissions cycle annually. This role will require occasional evening and weekend work to support seasonal needs and in-person recruitment activities.

### **Duties and Responsibilities**

#### **Manage a Designated Recruitment Territory:**

- In coordination with the UK Student Recruitment Manager, plan and implement an effective goal-driven recruitment strategy designed to attract academically talented, diverse students for an assigned geographic area. The strategy should include efficient and cost-effective travel management in these territories while meeting unit and University expectations and priorities.
- Attend college fairs, visit high schools, and lead college readiness programming to establish a presence in emerging and introductory markets and to increase market share in established markets.
- Develop, coordinate, plan and execute recruitment programs including, group and individual counselling of students and families, receptions for students, information nights, yield events, “send off” parties, interviews, regional open houses, counsellor events, and admission training forums among other activities.
- Maintain effective use of CRM, tracking the performance of on and off-campus events and registering event leads promptly, ensuring data entry is accurate and using data to determine the success of recruitment initiatives.
- Use data – both internal and external – to support recruitment plans and to ensure the planned activities are the most effective and appropriate.

#### **Event Planning and Management:**

- Represent the University, often as the sole representative, at student recruitment events (e.g. UCAS exhibitions, school fairs etc.) across the UK, when required.
- As directed by the UK Student Recruitment Manager, lead management for specific on or off campus events and manage event logistics (e.g. staff/student travel plans and accommodation) and ensure the appropriate promotional materials are at each event.
- Support the delivery of on campus student recruitment events, including, but not limited to open days, online or in-person taster lectures, essay competition events, and offer holder/applicant days.
- Ensure effective data entry using the University’s CRM system and follow-up/evaluation of activities and events to help determine future event attendance and ensure value for money for the University.

### **Enquiry Management and Campus Visit Support:**

- Communicate accurate information, effectively counsel, and respond to enquiries from prospective students, parents, teachers, guidance counsellors, and agents in a timely, professional and positive manner during all recruitment events including, school visits, information sessions, interviews, campus tours, written correspondence email and phone calls.
- Support regular and ad-hoc campus tours and visits from prospective students – including supporting the visit experience in London.
- Deliver presentations, workshops and advice sessions for Schools and Colleges nationally to raise awareness and aspirations and support recruitment activity.
- Manage the relationship with an assigned group of schools and colleges.
- Attend HE fairs (e.g. in schools and colleges, UCAS) nationally and ensure all relevant logistics are in place.
- Plan and deliver on campus events for schools and colleges as required by the Director of Undergraduate Student Recruitment and UK Student Recruitment Manager.
- Support recruitment ambassadors and assist with training and support for events.
- Deliver engaging presentations to prospective and admitted students during campus visits. Collaborate with the Director of Undergraduate Student Recruitment and UK Student Recruitment Manager to maintain updated presentations that accurately reflect opportunities and student experiences at NU London.

### **Special Responsibility Areas:**

- Work closely with an assigned constituent group to communicate recruitment-related information and serve as an advocate of the constituency in the recruitment and admissions process.
- Design and plan a series of telephone campaigns throughout the year and support the delivery of the campaigns by being part of the calling team and providing support to any student callers.
- Support the Admissions Team with the Clearing process.
- Effectively manage any assigned project(s), including setting goals in consultation with the UK Student Recruitment Manager, developing and managing timelines, achieving desired results, and producing a final report on the assigned task.

### **Contribute to Positive Welfare and Environment of the Unit on the Enrollment Management Team:**

- Collaborate with colleagues, not only on the Undergraduate Recruitment Team, but across all teams within Enrolment Management.
- Support and contribute to the unit's positive professional environment by conducting oneself in a professional manner; demonstrating support of institutional, divisional and office policies and procedures; adhering to the managers expectation and practicing the highest levels of customer service toward all constituents (students, internal and external constituents and colleagues).

## 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 a 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. It offers state of the art audio visual technology in its teaching and meeting spaces across the organisation.

## Person specification criteria

To undertake this role, the following should apply – should you not have the experience below, please do highlight where transferrable skills would assist with your undertaking the role.

### Required Qualifications:

- Bachelor's degree.
- 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.
- Experience giving presentations and advising students.
- Ability to work proactively, independently, and as part of a small team.
- Ability to empathize 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.
- Ability to manage multiple projects or processes concurrently and balance competing priorities.
- Ability to travel independently within the UK.
- Ability to occasionally travel internationally 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.

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### Preferred Qualifications:

- Student recruitment experience in a higher education environment.
- Sales training or background
- Understanding of the broader higher education sector.
- Experience working with diverse populations.
- Experience working with a CRM system and confidence in data input and analysis.
- Knowledge and understanding of current education trends and changes in government policy and market environment, that affect student recruitment.
- A full UK driving licence and being confident and able to drive within the UK

### **Additional Information**

#### **Enquiries**

Informal enquiries may be made to Gokce Dyson at [gokce.dyson@nulondon.ac.uk](mailto:gokce.dyson@nulondon.ac.uk). However, all applications must be made in accordance with the application process specified.

#### **Application process**

Applications should be made via [this link](#) by **23:59 on Friday 6 September 2024**.

Please reference your application “**SRO0824**”.

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 16 September 2024.**

**Please note** this role may require a basic or enhanced DBS check. Please note this role may require a basic or enhanced DBS check. Our organisation acknowledges the duty of care to safeguard, protect and promote the welfare of our students and staff, and is committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and Ofsted requirements. You must adhere to the above if you are offered a role with NU London.

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

This post is not eligible for Skilled Worker Visa Sponsorship.