



JOB DESCRIPTION

Job Title:	Student Recruitment Officer
Location:	Llandaff
Department:	Marketing & External Relations
Hours:	37
Grade:	5AB
Salary:	£30,942 - £33,797 per annum pro rata
Tenure:	Fixed term until 4th October 2021

This job description is indicative, not prescriptive, and the balance of duties will be in accordance with the contract of employment.

Role Summary:

This is a key post that will contribute to the ambitions of the University's new Strategic Plan 2017/18 – 2022/23.

To be actively involved in the delivery of student recruitment promotional initiatives in order to full-fill the unit's strategic aims and objectives and student recruitment targets.

Principal Duties and Responsibilities:

1. To analyse schools and colleges application and conversion data to generate key recruitment opportunities in schools and colleges within a defined geographical area.
2. To build and maintain a network of key stakeholder links in schools and colleges including Heads of 6 form and careers teachers to influence opportunities in schools and colleges.
3. Once established, manage relationships with key influencers and stakeholders from schools and colleges in the UK that consistently provide a significant level of applications to Cardiff Met.

4. Continuously monitor applications from a defined geographical area of schools and colleges. With the data, design and deliver new, innovative sessions for 6 form students in schools and colleges to help influence applications and contribute to the Universities strategic growth targets across all academic schools.
5. To evaluate data on school and college leavers final destinations and identify new potential feeder schools and colleges to target through various recruitment activities.
6. To create and delivering innovative and informative sessions and interactive workshops to a variety of audiences including prospective students and key influencers on a variety of higher education related topics such as study opportunities at HE, the application process and the student finance system.
7. To develop, implement and deliver a programme of onsite visits to Cardiff Met from a geographical group of schools and colleges to promote higher education opportunities to prospective students with the potential to influence applications to Cardiff Met.
8. To effectively plan, implement and deliver a recruitment outreach strategy for a Cardiff Met academic school to ensure the university's offering is positively promoted to key schools and colleges within the UK.
9. To work with academics and key individuals from a Cardiff Met academic school to design promotional and informative PowerPoint presentations and ensure with regular meetings that information is always as up to date and thorough as is possible.
10. To effectively plan and deliver recruitment sessions including talks and onsite visits to Cardiff Met and ensure that all courses within the academic school are offered fair and equal recruitment opportunities.
11. To proactively and regularly meet with senior members of staff within academic schools to evaluate external and on site recruitment initiatives.
12. To work with the admissions team, Student Recruitment Manager and relevant Dean of academic school to strategically plan, manage and deliver a programme of conversion activities for the academic school to include interview and applicant days.
13. To work with the Marketing Officer for an academic school to ensure that Cardiff Met branding is consistent on all recruitment and conversion sessions and events.
14. To manage a small budget for recruitment and conversion activities for a Cardiff Met academic school under the direction of the Student Recruitment Manager.

15. To review all recruitment and conversion activities and regularly report back to the Student Recruitment Manager intelligence from prospective students and key stakeholders from schools and colleges.
16. To effectively plan, organise and deliver a positive university presence and attendance at school and college careers events as well as key recruitment events such as UCAS throughout the UK.
17. To organise and plan regular liaisons with academic schools and professional services within the university to ensure that your knowledge is as thorough and up to date as possible so that only accurate and true information is passed to prospective students and key stakeholders.
18. To plan and create an annual communications plan to all schools and colleges in the UK to ensure that key influencers are aware of opportunities at Cardiff Met to include information advice and guidance on key application timings as well as Cardiff Met promotional messaging and course profiles.
19. To work with the Student Ambassador Coordinator to generate opportunities for student ambassadors to attend a variety of recruitment events throughout the UK to include talks, workshops and careers events and major recruitment events.
20. To assist the Student Ambassador Coordinator with the ongoing process of recruitment and training of student ambassadors for the university.
21. To be a proactive member of HELOA and HELOA Wales network ensuring Cardiff Met is present at relevant conferences and workshops.
22. To deputise for the Student Recruitment Manager in times of absence.

Please Note: This post requires non-standard working hours and overnight stays as appropriate

Additional Information:

1. Contribute to the Cardiff Met team effort of generating good, positive PR and promotions at all times.
2. Other duties as may be required by the Deputy or the Head of Unit from time to time.

Standard Notification

These guidelines are provided to assist you in the performance of your contract. The university is a dynamic organisation; therefore changes may be required from time to time. Any changes will be made in consultation with the post-holder. The Summary of Duties and Responsibilities is not intended to be an exhaustive list of tasks performed. Other associated technical tasks are likely to be performed as directed by the line manager.

It is accepted that individual staff will have a specialist skills and knowledge base in relation to the role they have been appointed to. In addition to this, Cardiff Metropolitan University expects that all staff will contribute to the vision and ethos of the university and conduct themselves in a professional, courteous and student/customer focused manner at all times. All staff should have particular regard for their responsibilities under Cardiff Metropolitan University's Equalities, Financial, Environmental and Sustainability, Human Resources and Health and Safety policies and procedures.



PERSON SPECIFICATION

Post: Student Recruitment Officer

Unit/School: Marketing & External Relations

*Key
A - Application form
I - Interview
T/P - Test/Presentation

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
Education & Qualifications (Essential)	Educated to Degree level 5 GCSE or equivalent at Grade C or above, or equivalent.	X X		
Education & Qualifications (Desirable)	CIM Marketing qualification	X		
Knowledge (Essential)	Knowledge of the Higher Education Application process (UCAS). Knowledge of available study routes to Higher Education and the support available. Knowledge of the Cardiff Met programme portfolio.	X X X	X X X	
Knowledge (Desirable)				

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
Skills & Abilities (Essential)	Ability to work on own initiative, with minimal supervision.	X	X	
	Computer literate – proficient in Microsoft Office packages.	X	X	
	Able to communicate effectively at all levels.	X	X	
	Effective presentation skills.	X	X	
	Ability to work outside of normal office hours when required.	X	X	
	Ability to travel within the UK which may involve overnight stays.	X	X	
Skills & Abilities (Desirable)	Welsh Language fluency		X	
	Proficient in the use of Social Media Channels, e.g Twitter in a business context.		X	
Experience Paid/Unpaid (Essential)	Experience in a marketing/promotion related role.	X	X	
	Experience in making presentations to groups of varying sizes.	X	X	X
Experience Paid/Unpaid (Desirable)	Experience of a similar role in a university.	X	X	
	Experience as a Cardiff Metropolitan University Ambassador.	X	X	
	Experience in an Ambassador /mentor or equivalent role in your university/school.	X	X	

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
Other Requirements (Essential)	Full driving licence. A satisfactory enhanced DBS check.	X X		
Other Requirements (Desirable)				

***Please note that a criminal record may not necessarily be a bar to obtaining employment in Cardiff Metropolitan University. For further information on Disclosure and Barring Service (DBS, previously CRB) please go to <https://www.gov.uk/crb-criminal-records-bureau-check>**