



## Student Recruitment Officer

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### Job Specification

#### Job Description

Employment status:	Permanent, full time.
Hours:	Full time hours at Al-Maktoum College are 36.25 per week, Monday to Friday 9.00am to 5.15pm. Occasional work is required out with these days with time off in lieu.
Location:	124 Blackness Road, Dundee, DD1 5PE. The role is based full-time at the College with the possibility of hybrid working.
Department:	Admissions
Manager:	Admissions and External Relations Manager
Liases with:	Prospective and Current Students and their families, Student Administration, Academic Staff, Finance Team, Events Co-ordinator, Academic Registrar, Head of College
Visa Eligibility	This post does not meet the requirements for a UKVI Skilled Worker Visa

#### Summary of the Role

The primary aim of the role is to recruit students, raise awareness of the College, and raise its profile on a national and international stage. The post holder will be expected to develop, co-ordinate and evaluate appropriate, targeted recruitment activities in order to deliver the College's recruitment strategy.

You will be audience focused, keen to spend time engaging with prospective student by delivering recruitment activities and providing accurate information about the College's programmes and courses. You will promote the College as a higher education destination for students.

The successful candidate will take a pro-active role in follow-up and conversion of students applying for academic programmes and will work closely with the Admissions team in achieving this goal.

#### Duties and responsibilities

- To act as an ambassador for the College and to promote the institution to prospective students, their families, and teachers at recruitment events in the UK and internationally.
- Increase the number of recruited students as per the College's strategic aims and targets.

- Provide specialist advice to prospective students on a range of topics relating to applying and studying at College and to ensure information is up to date and current.
- Advise prospective students and applicants on entry level, programme choice, entry criteria, qualifications and finance options, referring them to other staff as appropriate.
- Help support and service relationships with a network of agents to meet student recruitment targets.
- Contribute to the organisation of the College's Open days, Postgraduate and Undergraduate Recruitment Events, Taster Sessions, School Visits to campus and Applicant Visit Days, including the coordination of student ambassadors.
- Report on, maintain and analyse data relating to student recruitment patterns and competitor offerings. Using data to inform and prioritise actions, innovation and enhancement of current student recruitment activities and engagement
- Provide detailed statistical analysis and follow up reports from all recruitment events and visits, to ensure maximum recruitment exposure for the College.
- Network with colleagues in other HEIs in respect of best practice with regards to student recruitment, using recognised sources such as UCAS, and to participate in groups as may be deemed beneficial.
- Work with data management systems such as CRM, Student Application System and any other systems associated with the role (training will be provided). Using data to inform and prioritise actions, innovation and enhancement of current student recruitment activities and engagement.
- Contribute to the production of high standard marketing and publicity materials, in a variety of media, to support delivery of Student Recruitment events in consultation with partners/stakeholders.
- Assist with the production of promotional content to support student recruitment activities, including digital content for social media, websites e-newsletters and printed material.

#### Other

- Undertake additional duties to support admissions, recruitment, and conversion activity.
- Assist on the development and implementation of the student recruitment strategy.
- To take an active role in the day-to-day management of social media for student recruitment purposes (including Facebook, Instagram and Twitter), as required.
- Support the maintenance of the College's website through updating and development of relevant sections of the website.
- Arrange your travel needs such as flights, trains, hire cars, hotels, insurance, currency and freight in accordance with College travel policies.

#### Line management responsibilities

- There are currently no line management responsibilities for this post.

#### Financial accountabilities

- The budget and authorisation limit will be discussed during interview.

## Person Specification

To fulfil your role, you will need certain knowledge, skills, and competencies. The following competency specification provides a framework within which your performance will be assessed.

The competencies set out below are essential and are core requirements needed to perform the role and any candidate who fails the requirement will not be taken forward for further assessment or to interview.

Competency	Identified by
<b>Knowledge and Experience</b>	
Has proven experience in this role	Application /Interview
Knowledge of current issues in national higher education	Interview
Experience in one or more of the following: sales/ marketing/ PR/student recruitment or career guidance	Application/Interview
A relevant degree or equivalent qualification and/or experience	Application /Interview
Candidates should possess excellent interpersonal, communication and administrative skills, be competent project managers and have the ability to complete projects on time and within budget	Application /Interview
Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology	Application /Interview
Has an active approach to continuing professional development/undertaking training as appropriate for personal and professional development	Application /Interview
It is essential that candidates possess a full, clean, driving licence	Application /Interview

Competency	Identified by
<b>Skills, knowledge, and aptitudes</b>	
<b>Communication:</b> Communicates in a clear manner and actively listens and engages to gain understanding – Uses a variety of communication methods in a professional way and appropriate to the audience.	Application /Interview
Candidates should have excellent verbal communication skills and the ability to speak confidently to a variety of different audiences and be able to convey information in a clear and entertaining style. In particular the successful candidate must be able to relate well to the primary target audience.	

Experience of report writing and analysing data from a variety of different sources in order to produce concise and coherent reports that will inform the management decision-making process

**Attitude:** Self-motivated to work independently without close supervision, using own initiative to resolve problems. Application /Interview

A positive, energetic attitude

**Liaison and Networking:** Has an ability to develop and maintain good working relationships with fellow colleagues and stakeholders. Application /Interview

A key element of the role is engaging with prospective undergraduate and postgraduate students, delivering excellent customer experience.

**Service Delivery:** Can demonstrate previous experience of working in a busy, high pressured, working environment Application /Interview

**Digital Literacy:** The ability to continuously learn and understand the digital landscape and marketplace for communicating with prospective students. Application /Interview

**Planning and Organisation:** Can demonstrate experience of organising recruitment fairs/events and exhibitions. Application /Interview

**Analysis/Reporting:** Can demonstrate the ability to gather and use data to recognise and accurately interprets patterns and trends. Application /Interview

**Training:** You must be prepared to undertake compulsory online training should you be appointed. This annual training includes: GDPR for Education; Bully and Harassment in the Workplace; Equality and Diversity; Fire Safety in Education; H&S in Education; Working with DSE equipment. Application /Interview

Ongoing role specific training will be required.

**Personal Effectiveness / Excellence:** Continuously strives to learn about how things are done, why they are done that way and how the role impacts on everything. Is effective in planning and managing their workload. Application /Interview

Willingness and ability to travel extensively, practically, by own means, at regional, national, and international level. The post holder will be expected to spend time away from home and to occasionally work unsociable hours, including a degree of evening and weekend work throughout the year to attend events.

## Benefits

- Salary range of £25,632 to £28,828 per annum. (Salary may be negotiable depending on experience)
- 34 days paid holiday (this includes public holidays and paid closure days;
- Pension scheme (auto-enrolment to the People's Pension). You may opt-out.
- Paid sick leave
- Mental health and wellbeing support
- Ongoing training and professional development
- Parking provision
- 50% of gym membership paid retrospectively
- Charity giving

## Application Process

By email to [hr@almcollege.ac.uk](mailto:hr@almcollege.ac.uk)

Please include the following documents:

- A covering letter outlining your suitability to the for the role including your current salary details
- A completed application form
- Any other relevant information

## Informal discussion

For an informal discussion about the role please contact Lynn Osborne-Moore by email [l.osborne-moore@almcollege.ac.uk](mailto:l.osborne-moore@almcollege.ac.uk) or call 01382 908070.

No Agencies – we do not use agencies, nor do we accept agency CV submissions.

## Closing date

**Friday 16<sup>th</sup> September 2022.**

Applications may be interviewed as when they are received, so you may be invited to interview ahead of the closing date.

## Interview date

Date for interview will be advised to you later in this process.

There may be a two-stage interview process, held on different dates.

Please advise of any dates that you cannot make, up to 4 weeks from the closing date. This helps us plan interviews should you be shortlisted.