



STUDENT RECRUITMENT OFFICER

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.
Department:	Marketing /Student Admissions
Manager:	Head of Operations
Liaises with:	Prospective and current students and their families, Marketing & Communications Officer, Student Administration, Academic Staff, Finance Team, Events Co-ordinator, Academic Registrar, Head of Operations & 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 co-ordinate all aspects of student recruitment and outreach, including market analysis, profile raising, marketing and communications activities, event management, applicant conversion and alumni engagement activities. The College has an international profile, and the post-holder will be expected to undertake international travel to promote the College overseas and manage overseas recruitment, including developing local recruitment networks and managing overseas agents as required.

You will be audience focused, keen to spend time engaging with prospective students 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 be responsible for the development and implementation of the student recruitment strategy.
- To provide market intelligence to the College' senior management team, Marketing and Communications Officer and Programme Leaders, in relation to competitor analysis, application trends, conversion rates, and market opportunities in relation to emerging and target markets for student recruitment, and to contribute to the development and realignment of courses in response to demand.
- To develop and maintain a network of contacts within educational and other target partner organisations and geographical locations, including supporting the senior management team in the development of good relations with key overseas government bodies and the delivery of overseas collaborations.
- 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 the college and to ensure information is up to date and current.
- To plan and manage recruitment campaigns, including the publication of recruitment materials, running recruitment events, and ensuring the provision of effective post-application and post-offer engagement with prospective students.
- To maintain and analyse records of enquiries, applications and offers to provide rolling student number forecasts and inform future recruitment strategy.
- 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 campuses and Applicant Visit Days, including the coordination of student ambassadors. This may include days at our partner institutions.
- 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 (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.
- Undertake any other tasks / responsibilities as maybe assigned or delegated by the Principal.

Person Specification

To effectively carry out your responsibilities, specific knowledge, skills, and competencies are required. The subsequent competency specification establishes a framework by which your performance will be evaluated.

The competencies listed below are fundamental and constitute essential prerequisites for executing the responsibilities associated with the role. Failure to meet these requirements will result in the candidate not progressing to further assessments or interviews.

Competency	Identified by
Knowledge and Experience	
Educated to degree level or equivalent standard, and/ or a professional qualification and/or experience.	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 commitment to the provision of an excellent customer-focused service.	Interview
Candidates should possess excellent interpersonal, communication and administrative skills, be competent project managers and can 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 a proactive 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
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Competency	Identified by
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Skills, knowledge, and aptitudes

Communication: 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
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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. 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 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. A positive, energetic attitude.	Application /Interview
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Liaison and Networking: Has an ability to develop and maintain good working relationships with colleagues and stakeholders.	Application /Interview
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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
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Digital Literacy: The ability to continuously learn and understand the digital landscape and marketplace for communicating with prospective students.	Application /Interview
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Planning and Organisation: Can demonstrate experience of organising recruitment fairs/events and exhibitions.	Application /Interview
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Analysis/Reporting: Can demonstrate the ability to gather and use data to recognise and accurately interprets patterns and trends.	Application /Interview
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Training: You must be prepared to undertake compulsory online training should you be appointed. This annual training includes: GDPR for Education; Bullying and Harassment in the Workplace; Equality	Application /Interview
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and Diversity; Fire Safety in Education; H&S in Education; Working with DSE equipment.

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 £27,716 to £30,270 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

Please include the following documents:

- A covering letter outlining your suitability for the role including your current salary details.
- Full, up-to-date CV.
- Any other relevant information

Informal discussion

For an informal discussion about the role please contact Benjamin Roberts by email b.roberts@almcollege.ac.uk or call 01382 908070.

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

Closing date

Monday 15th April 2024

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.

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.