

Job title: Student Recruitment Officer (North) – Maternity Cover

Department/Division: UK Student Recruitment, Recruitment and Admissions, External Relations
www.lancaster.ac.uk/schools-and-colleges

Reports to: UK Student Recruitment Manager (North)

Management for: Student Recruitment Assistant

About External Relations

The Directorate of External Relations is responsible for managing the University's reputation and raising our profile with external influencers and stakeholders, as well as communicating with and marketing to the University's audiences from staff, students and alumni to prospective students, our partners and their influencers, both in the UK and internationally.

The Directorate works across the University at all levels, providing support and advising colleagues as they build transformative relationships with their key audiences and communities.

As well as promoting Lancaster University as a great place to work, study and conduct world-class research, we provide support and guidance to future students in order to make informed choices and to apply to study with us.

Job Purpose

As Student Recruitment Officer (North) you will have responsibility for developing and maintaining robust relationships with schools and colleges in a designated region in order to increase the number and quality of applications from target schools in line with the University's recruitment strategy. You will deliver a range of virtual and face-to-face activities for prospective students, parents/carers and teachers and advisors, and develop new, impactful recruitment initiatives and evaluate their impact.

You will work with colleagues across Lancaster University including External Relations colleagues, academic departments and student ambassadors to develop recruitment activity and identify opportunities to engage with prospective students across the UK.

As key contact for 150 schools and colleges across the North of England, you will work closely with teachers and careers advisors, alongside internal colleagues to plan and deliver activities to provide information, advice and guidance on university, and specifically Lancaster. You will maintain existing key relationships alongside endeavouring to develop new contacts and relationships with agreed schools and colleges, using data and wider contextual information to identify areas of growth.

Please note this post is a campus-based role, with a minimum of two days a week at our Lancaster campus; alongside significant travel to schools and colleges and external recruitment events.

The role is offered as a one-year fixed term position to cover a period of maternity leave.

Main Responsibilities

Undergraduate Student Recruitment

1. To represent the University at school and college events and recruitment fairs in the UK, predominantly in the North of England.
2. To develop and deliver student recruitment plans for schools/colleges within designated regions.
3. To give accurate information, advice and guidance to prospective undergraduate students about courses/student life at Lancaster, the UCAS process and student finance.
4. Assist in the development and production of relevant targeted recruitment publicity materials.
5. Deliver high quality presentations and workshops about the University and other aspects of higher education both on and off campus and virtually.
6. To maintain, update and keep abreast of own professional knowledge / sector wide issues relating to areas particular to the role and to share best practice and train other colleagues as necessary.

Line Management

7. To provide line management and support to the Student Recruitment Assistant, and where appropriate complete recruitment, selection and induction of new members of staff.
8. To train and develop new members of staff, student ambassadors and other university colleagues delivering student recruitment activity on behalf of the UK Student Recruitment team.
9. Where required, deputise for the UK Student Recruitment Manager or Head of Department.

Planning, Evaluation and Data Analysis

10. To consistently report on recruitment activity for designated regions and act reflexively to plan activity to maintain targets.
11. Plan, deliver and evaluate student recruitment activity ensuring information is accurate, up to date and appropriate for the relevant audience.
12. To collect and monitor and share data on the University's recruitment activities, in particular play a key role in managing the department's target schools and event recording, utilising the appropriate systems and software.

Wider University Events and Activities

13. To be involved in the organisation and delivery of large scale on and off-campus recruitment events, such as Campus Recruitment Fairs, Open Days, Teacher Conferences, Campus Tours and Offer Holder Events.
14. To attend and contribute to the clearing operation as part of the results period on campus at Lancaster in August (leave will be restricted in this period).

Stakeholder engagement and liaison

15. To liaise and network with teachers and careers professionals to develop effective relationships to meet recruitment targets.
16. To maintain regular contact with the recruitment team while working from home and travelling.
17. Represent the UK Student Recruitment team and colleagues on university and external committees as required.

People management: Line managing a Student Recruitment Assistant, you will be expected to actively manage them in their day-to-day work, monitor their welfare and support their development alongside the wider team. This includes conducting regular Performance and Development Reviews (PDRs) supplemented by regular meeting and ongoing guidance as required. You will also be responsible for managing performance, ensuring clear expectations are set and met, and fostering a positive and supportive work environment alongside other line managers within the team.

Job Hazards/Safety-Critical Duties and required Pre-employment Checks: This role will require extensive travel, lone working and periods away from home in a public facing role. A full risk assessment has been conducted to ensure personal safety an emergency procedure in case of accident, fire or unprecedented incidents and full training will be provided.

This role requires an **Enhanced with Barred Lists DBS check** prior to the commencement of employment. Any offer will be made on the basis of this DBS check being completed and received satisfactorily by Lancaster University.

Physical Demands: The role will include attending events that with involve working alone to move and set-up equipment (banner stands, boxes of literature). If this is required, full training will be provided and reasonable adaptations will be implemented where suitable.

The University recognises and celebrates good employment practice undertaken to address all inequality in higher education whilst promoting the importance of wellbeing for all our colleagues.

We expect all staff to embrace our core values and work positively to support equality, diversity, and inclusion, ensuring that every team member contributes to a supportive, and respectful working environment. Find out what it's like to [work at Lancaster University](#), including information on our wide range of employee benefits, support networks and our policies and facilities for a family-friendly workplace.

The duties outlined above are not intended to be exhaustive and may change as the needs alter in line with current agendas. This job description will be subject to periodic review and amendment in accordance with emerging needs.