

JOB DESCRIPTION
Student Recruitment Officer (UK and Europe)
Vacancy Ref: N1969

Job Title: Student Recruitment Officer (UK and Europe)	Present Grade: 6
Division: Global Recruitment Office (GRO): Recruitment, Admissions and International Development	
Directly responsible to: Student Engagement Manager	
Supervisory responsibility for: N/A	
Other contacts: Internal: Other GRO colleagues, Recruitment, Admissions and International Development colleagues, academic departments and faculty based recruitment/marketing staff, Students' Union and all other professional services External: Prospective students and their parents, school and college teachers and careers professionals, local/regional government, other higher education recruitment staff, Lancaster alumni, agents	
Job Purpose: The Student Recruitment Officer will contribute to the achievement of the University's UK and European student recruitment targets and strategies. The role holder will be responsible for delivering high quality activities to attract students to Lancaster through the provision of information, advice and guidance at schools, colleges and recruitment events, primarily in London and the south of England.	
Principal duties: <ul style="list-style-type: none"> • To represent the University at school and college events and recruitment fairs in the UK as well as occasional recruitment trips to mainland Europe. • To develop, deliver and evaluate student recruitment plans for target schools within designated regions. • To give accurate information, advice and guidance to prospective undergraduate and postgraduate students about courses / student life at Lancaster, the UCAS process and student finance • Deliver high quality presentations and workshops about the University and other aspects of higher education both on and off campus • Plan, deliver and evaluate student recruitment activity ensuring information is accurate, up to date and appropriate for the relevant audience. • To liaise and network with teachers and careers professionals to develop effective relationships to meet recruitment targets • To be involved in the organisation and delivery of large scale on and off-campus recruitment events, such as Open Days, Teacher Conferences, Campus Tours and Applicant Visit Days • To develop, deliver and evaluate online recruitment and conversion activity such as web chats and virtual open days • 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 • To manage relevant GRO web pages and ensure information is updated as required • Assist in the development and production of relevant targeted recruitment publicity materials 	

- 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 plan using available data.
- To liaise regularly with colleagues based at the Lancaster campus using appropriate technology and visit campus as required for meetings and training
- To maintain regular contact with the recruitment team while working from home and spend at least one day per week in managed office space in London to meet with other members of the south recruitment team
- At all times to carry out responsibilities with due regard to the University's code on Equality and Diversity, University Health and Safety Codes of Practice and Child Protection Policy
- Any other duties appropriate to the role as required by the line manager or Head of Department