

JOB DESCRIPTION
Student Recruitment Officer
Vacancy Ref: N2011

Job Title:	Student Recruitment Officer	Present Grade: 6
Division:	Global Recruitment Office (GRO): Recruitment, Admissions and International Development	
Directly responsible to:	Head of UK/EU Student Recruitment, Student Recruitment Manager	
Supervisory responsibility for:	Student Recruitment Assistants	
Other Contacts:		
Internal:		
Other GRO colleagues, Recruitment, Admissions and International Development colleagues, academic 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		
Major Duties:		
The Student Recruitment Officer will promote and recruit students to Lancaster. 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 across the UK. The role holder will also work with the Universities faculties to help support recruitment and conversion activity at a departmental level.		
Principal duties:		
<ul style="list-style-type: none">• To represent the University at external recruitment/school and college events throughout the UK• To develop, deliver and evaluate student recruitment plans for target schools within designated regions.• To act as the partner and lead member of GRO for recruitment work with a designated academic faculty and constituent set of departments. Liaise with academic and professional staff to deliver recruitment and conversion activity both on and off campus• 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 about the University and other aspects of higher education both on and off campus• Plan, deliver and evaluate workshops that showcase the University and designated faculty, 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 produce 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 contribute to the evaluation and development of the University's student recruitment activities
- Recruit and train student recruitment assistants (including line management of at least one member of staff) and any associated student staff relating to recruitment activities
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- At all times to carry out your 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