**JOB DESCRIPTION**

**Student Recruitment Officer (UK and Europe)**

Vacancy Ref: A3341

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<th>Job Title: Student Recruitment Officer (UK and Europe)</th>
<th>Present Grade: 6P</th>
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<td>Division: Global Recruitment Office (GRO): Recruitment, Admissions and International Development</td>
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**Directly responsible to:** Schools 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:**

As Student Recruitment Officer you will have responsibility for developing and maintaining robust relationships with schools and colleges across the South East of England 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 and conversion initiatives, evaluating their impact.

**Principal duties:**

- To represent the University at school and college events and recruitment fairs in the UK, in particular the South East, as well as occasional recruitment trips to mainland Europe.

- To develop, deliver and evaluate student recruitment plans for target feeders 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 recorded on-demand content 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 develop and maintain effective working from home practices

• 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