JOB DESCRIPTION
Conversion and Digital Event Officer
Vacancy Ref: A3421

<table>
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<tr>
<th>Job Title: Conversion and Digital Events Officer</th>
<th>Present Grade: 6S</th>
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<td>Department/College: Global Recruitment Office: Recruitment, Admissions and International Development (RAID)</td>
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Directly responsible to: Conversion and Digital Event Manager

Supervisory responsibility for: Direct: Student staff and temporary interns

Other contacts

Internal: Student recruitment teams, Marketing and Communications, Admissions, Faculty Associate Deans and professional recruitment/marketing staff, Admissions Tutors, Programme Directors, Faculties and Departments and all other professional services, student staff.

External: 6th form students, school pupils, their teachers, parents and key influencers, UG/ enquirers and applicants, Alumni, suppliers and service providers, HE sector professional networks.

Major Duties:

The Conversion and Digital Events Officer will develop, deliver and manage the logistical planning and delivery of the digitisation of recruitment and conversion events across the University. Working in conjunction with the Conversion and Digital Events Manager and wider team in RAID to ensure a high-quality applicant experience throughout the applicant journey. Working collaboratively with academic and professional services colleagues to provide a hybrid approach to online and in person activity. The post holder will also take a supportive lead in the training for, and event management of online activity.

Principal Duties:

- To implement an integrated plan to support the digitisation of the University’s conversion events to support a hybrid approach of online and in person delivery;
- To have an understanding of live video streaming production and being confident in time limited productions and technical elements;
- Be confident in working alongside colleagues to create effective and engaging visual live streaming productions;
- To lead the logistical planning and overall event management of digital conversion activity;
- Working as a team, support planning and delivery of large scale on campus recruitment events, such as open days, teacher conferences, and applicant visit days in conjunction with the digital platform;
- To contribute to the evaluation and development of the University’s student recruitment and conversion events activities;
- To maintain the university’s presence on relevant external web sites ensuring information is accurate and up to date;
- To develop and maintain electronic resources to support delivery of digital recruitment and conversion events for internal and external audiences that facilitate the successful operation of such events;
- To identify and select, through recruitment and interview, a pool of student ambassadors to work on current activities;
- To develop an ongoing training and development programme for ambassadors and mentors;
- To contribute to the strategic development and evaluation of the University’s Student recruitment and conversion events;
- To attend ad-hoc recruitment fairs and events to represent the university; and
- To deliver presentations and represent the university, as required, at events on and off campus to key target student groups and their influencers.
- Any other duties appropriate to the role as required by the line manager or Head of Department.