JOB DESCRIPTION
UK Student Recruitment Manager,
Recruitment, Admissions and International Development
Vacancy Ref: A3537

Job Title: UG Student Recruitment Manager

<table>
<thead>
<tr>
<th>Department/College:</th>
<th>Present Grade:</th>
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<td>Global Recruitment Office, Recruitment, Admissions and International Development (RAID)</td>
<td>7</td>
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Directly responsible to: Head of UK Student Recruitment
Supervisory responsibility for: Student Recruitment Officer(s) and Student Recruitment Assistants in the North team.

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

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

Major Duties:

To devise and implement creative and innovative operational plans that support increasing the recruitment of well qualified UG and PG UK students wishing to study at Lancaster.

Principal Duties:

- Overall responsibility for the operational planning, management, development and delivery of UG and PG recruitment events and activities, including schools and colleges liaison activity and Lancaster’s representation at UK national and regional recruitment events.
- Ensure that the schedule of recruitment events assists in maximising the generation and conversion of student applications to the University and that all activities are robustly evaluated and monitored.
- To provide line management to the UK Student Recruitment Officers and Student Recruitment Assistants.
- To be responsible for the training, development and on-going support to staff within the UK Student Recruitment team, including setting objectives, targets and monitoring performance using relevant University policies and procedures.
- To be a subject matter expert on schools and colleges liaison activities for the UK Student Recruitment team and ensure a comprehensive understanding of competitor activity through targeted observations, professional networks and reports.
- To work with the Schools Engagement Manager to develop, deliver and evaluate an engagement strategy for independent schools and FE Colleges to maximise engagement with, and applications and enrolments from, well-qualified applicants in these institutions across the UK.
- To identify strategic engagement opportunities with appropriate school and college networks, parent associations and other membership organisations. Also to identify engagement opportunities with relevant stakeholder groups such as alumni, businesses, or other sector organisations to raise awareness of Lancaster.
- To raise the profile and awareness of Lancaster University with parents and influencers in the North of the UK.
- Support the Head of UK Recruitment with the management of budgets relating to expenditure on UK Recruitment activity ensuring that resource is appropriately allocated and deployed within agreed levels.
- Ensure that a high level of service is delivered, by all members of the UK Student Recruitment team, to the respective academic areas and that strong, effective and productive working relationships and communications are developed and maintained with the relevant staff.
- To collect, monitor and share data with respect to the performance of UK recruitment activities that are delivered via the UK Student Recruitment team and the dedicated partner faculty staff.
- To monitor and review relationships with external agencies and suppliers in relation to UK Recruitment.
activities, ensuring the University secures value for resource.

- Deliver presentations, as required, at events (either on or off campus) to key target student groups and their influencers as well as other stakeholders or HE professional networks.
- Responsibility for ensuring all activities delivered by the UK Recruitment team are promoted and publicised as effectively as possible, in conjunction with the Marketing team, and where required produce and monitor the quality of all material that is to be used.
- Represent the UK Student Recruitment Events team on working groups, project teams and committees, as required and chair the UG and PG operational planning groups.
- To be a key member of the UK Student Recruitment team, acting as Deputy to the Head of UK Student Recruitment as required (annual leave cover etc.) Ensuring that the implementation of recruitment strategies result in successfully meeting student recruitment targets for the University.
- Any other duties related to the post as determined by the Head of UK Student Recruitment.