# JOB DESCRIPTION
Ref: N2781

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>UK Student Recruitment Events Officer</th>
<th>Present Grade:</th>
<th>6s</th>
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</thead>
<tbody>
<tr>
<td>Department/College:</td>
<td></td>
<td>Recruitment and Admissions</td>
<td></td>
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<td>Directly responsible to:</td>
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<td>Head of Recruitment Events and Experience</td>
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<tr>
<td>Supervisory responsibility for:</td>
<td></td>
<td>Student Staff</td>
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**Other contacts**

**Internal:**
Other office members, Recruitment, Admissions and International Development colleagues, academic departments within the faculty of arts and social science, Lancaster University Students’ Union, Lancaster students

**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 UK Recruitment Events Officer will play an important part in converting interested prospective students to applicants and operates in an increasingly competitive market. To prepare, manage and deliver university recruitment activities and campus visit opportunities for prospective students and other key stakeholders. Establish and maintain excellent relationships internally with Faculty and Service staff and build relationships with external stakeholders, including prospective students, parents, teachers, careers advisors.

**Principal duties:**

- Take a lead role in managing, developing, planning, and delivering the large-scale undergraduate open days.
- Take a lead role in timetabling, booking of data and reporting of open days to allow coordination with Faculties to support the delivery of the event.
- Working with the team and Head of Events to contribute to the strategic objectives and development of on campus recruitment events.
- Working with the Conversion and Digital Event Manager to develop and support hybrid events.
- Develop, deliver, manage and evaluate a programme of on-campus school and college recruitment visits.
- Working with the Head of Events and relevant members of the department to help coordinate on-campus activities with our target schools.
- Working as a team develop, deliver and manage a programme of guided campus tours.
- Working as a team develop, deliver and manage an annual programme self-guided campus tours.
- Attend ad-hoc recruitment fairs and events to represent the university, where necessary.
- To contribute to the evaluation and development of the University’s student recruitment events activities.
- Maintain the university’s presence on relevant web sites (e.g. web and opendays.com) ensuring information is accurate and up to date.
- Take responsibility for maintaining up to date Risk Assessments for Events.
- Develop and maintain web based resources for internal and external audiences that facilitate the successful operation of recruitment events.
- Deliver presentations and represent the university, as required, at events on and off campus to key target student groups and their influencers.
- Working with colleagues to identify and select through recruitment and interview a pool of student ambassadors, working with colleagues to develop an ongoing training and development programme for ambassadors and mentors.
- 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.