

JOB DESCRIPTION
Student Recruitment & Events
Coordinator (London based)
Vacancy Ref: N2837

Job Title: Student Recruitment & Events Coordinator (London based)	Present Grade: 5
Division: UK Student Recruitment & Widening Participation (UKSRWP): Recruitment, Admissions and Marketing	
Directly responsible to: Schools Engagement Manager	
Supervisory responsibility for: N/A	
<p>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, external event venues</p>	
<p>Job Purpose:</p> <p>This position acts as an important support role to both the team based in the south of England and the wider UK Student Recruitment & Widening Participation (UKSRWP) team. You will be responsible primarily for co-ordinating student recruitment activity in schools and colleges in the south of England and devising and implementing recruitment and conversion events to contribute to meeting recruitment targets for the various regions in the south, and more widely, the UK. 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.</p> <p>Principal duties:</p> <ul style="list-style-type: none"> • Contact schools and colleges to arrange recruitment activities and co-ordinate bookings for the south recruitment team. • Have lead responsibility for the schools & colleges newsletter, sent fortnightly to all target feeders, as well as other content generation and student recruitment related marketing initiatives. • Build relationships and respond to enquiries that come from key stakeholders (teachers, careers advisors, professional services). • Liaise and network with teachers and careers professionals to develop effective relationships to meet recruitment targets. • Represent the University at school and college events and recruitment fairs in the south of England. • 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 recruitment and conversion events. • Support 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 • Maintain and update own professional knowledge / sector wide issues relating to areas particular to the role and to share best practice • Liaise regularly with colleagues based at the Lancaster campus using appropriate technology and visit campus as required for meetings and training. • Maintain regular contact with the recruitment team while working from home and spend at least four days per month in a shared working space in central London to meet with other members of the south recruitment team. • 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.