# JOB DESCRIPTION

## Regional Officer

**Vacancy Ref:** N2884

<table>
<thead>
<tr>
<th><strong>Job Title:</strong> Regional Officer (Europe and International Schools)</th>
<th><strong>Present Grade:</strong> 6</th>
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<tbody>
<tr>
<td><strong>Department/College:</strong> External Relations, Recruitment and Admissions, International Recruitment</td>
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<td><strong>Directly responsible to:</strong> Head of International Student Recruitment, Regional Manager</td>
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### Supervisory responsibility for:

#### Other contacts

**Internal:**
- Head of International Student Recruitment
- Regional Managers
- International Marketing Manager
- Associate Director of Recruitment and Admissions
- Departmental Admissions Officers
- Faculty and departmental academic and administrative staff
- Other departments within External Relations
- Other sections in Professional Services e.g. Communications and Marketing, Registry, Finance,
- Accommodation, International Student Advisory Service, Alumni and Development Office etc

**External:**
- Deans and Head of Departments at Partner universities
- Prospective Students and their influencers
- University student recruitment agents and representatives
- British Council
- Embassies and Ministries of Education
- UK Higher Education Institutions
- Sponsoring organisations
- International feeder schools and colleges

### Purpose of the role:

The Regional Officer will promote and recruit students to Lancaster. The role holder will be responsible for delivering high quality activities to attract students to Lancaster through the provision of information, advice and guidance at schools, colleges and agent recruitment events. The role holder will also work with the Universities faculties to help support recruitment and conversion activity at a departmental level.

### Principal duties:

- To represent the University at external recruitment/school and college events throughout Europe and occasionally in priority markets outside Europe.
- To develop, deliver and evaluate student recruitment plans for target schools within designated regions.
- Liaise with academic faculty and constituent set of departments and professional staff to deliver recruitment and conversion activity both on and offline.
- To give accurate information, advice and guidance to prospective undergraduate and postgraduate students about courses / student life at Lancaster, the UCAS process and the university application journey.
- Deliver high quality presentations about the University and other aspects of higher education both on and offline.
• Plan, deliver and evaluate workshops that showcase the University and designated faculty, ensuring information is accurate, up to date and appropriate for the relevant audience.
• Assist in the development and produce relevant targeted recruitment publicity materials, on and offline, social media campaigns etc.
• To liaise and network with agents, 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 offline recruitment events, such as Open Days, Agents and Teacher Conferences and Campus Tours
• To develop, deliver and evaluate online conversion activities, such as regional events and Offer-Holder Events.
• 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 contribute to the evaluation and development of the University’s student recruitment activities
• Recruit and train International Student Ambassadors and any associated student staff relating to recruitment activities
• To collect and monitor and share data on the University’s recruitment activities, in particular play a key role in managing the department’s regional plans using available data.
• 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.

**Designated Markets:** The Regional Officer will take responsibility for recruitment from Europe and International Schools. However, they must demonstrate the flexibility to support recruitment activities within, and ad hoc visits to, other markets as required at the request of his/her line manager or the Head of the International Office.

**Overseas Travel:** This post will require you to undertake frequent travel/weekend/evening work. This may include UK, EU and international travel for periods of up to three weeks at a time and 10-12 weeks per year. Typical peak travel periods are from late September to December and from January to May. You will be required to work during the Confirmation and Clearing period each year.