

Job Description

Job title	Student Recruitment Team Leader
School / department	Marketing, Recruitment and Customer Relationships
Grade	6
Line manager	Head of Recruitment and Customer Relationships
Responsible for	Student Recruitment Co-ordinators (x2), Student Recruitment Officer plus occasional management of Student Ambassadors

Main purpose of the job

In liaison with the Head of Recruitment and Customer Relationships, the Student Recruitment Team Leader is responsible for the development, implementation and evaluation of a range of recruitment activities to ensure the University meets its UK undergraduate, postgraduate and part-time recruitment targets, ensuring that the annual recruitment plan is implemented efficiently and effectively.

This is a full-time appointment requiring a flexible approach to working hours (including occasional weekends and evenings) and travel within the UK, particularly at peak times in the recruitment calendar.

Key areas of responsibility

To lead a small team in the development, planning and implementation of recruitment activities, in collaboration with key departments and stakeholders, to ensure all recruitment targets are met.

To be responsible for the co-ordination of attendance and the effective representation of the University at external recruitment events, including but not limited to:

- UCAS Conventions
- School/college HE/careers fairs
- Postgraduate recruitment fairs

To be responsible for the organisation of on-campus recruitment events, including post-application open days, taster days and visits from prospective students and schools and colleges.

To coordinate communications with schools and colleges, ensuring UWL maintains its relationships with key feeder schools and colleges and promoting relevant events to these networks.

To participate in the organisation and management of the University's clearing operation and University-wide open days (UG and PG), in liaison with the Events team.

To represent the University at external and internal recruitment events, advising prospective students on admission requirements and the University's courses. This may involve solo attendance and will require a detailed knowledge of the University's portfolio.

To deliver workshops and presentations at University recruitment events such as open days and at schools and colleges.

To liaise with the Customer Relationship Team to ensure the timely and effective recording of customer interactions and follow-up activity from recruitment events.

To evaluate and report on the success of recruitment activity.

To identify requirements for recruitment materials and to manage the production of these materials, monitoring stock levels to meet the demands of the Student Recruitment Team.

To participate in recruitment planning, attending meetings as required.

To manage the student recruitment budget, in liaison with the Head of Recruitment and Customer Relationships.

To line manage direct reports, working with them to ensure the effective delivery of their areas of responsibility.

To train and supervise temporary staff, such as Student Ambassadors.

In addition to the above areas of responsibility the position may be required to undertake any other reasonable duties relating to the broad scope of the position.

Dimensions / back ground information

The role of Student Recruitment Team Leader is one of three leadership positions within the Recruitment and Customer Relationships Team, part of the University's Marketing, Recruitment and Communications department.

Person Specification

Criteria	Essential	Desirable
Qualifications and/or membership of professional bodies	A first degree or equivalent	
Knowledge and experience	<p>At least three years' experience of working within higher education (or similar) student recruitment</p> <p>Experience of supervising and/or leading a team</p> <p>Experience of face-to-face customer service and/or sales</p> <p>An understanding of the higher education sector</p> <p>Knowledge of UCAS application processes and procedures and of postgraduate recruitment</p> <p>Experience of liaison with staff, at a range of levels, in education organisations</p> <p>Experience of managing budgets</p>	Knowledge and experience of using a CRM system
Specific skills to the job	<p>Excellent customer service skills</p> <p>Ability to identify new opportunities and initiate new projects</p> <p>The ability to acquire, retain and communicate the University's portfolio and administrative arrangements surrounding student recruitment</p> <p>Computer literacy and knowledge of one or more widely used database, spreadsheet, word processing, DTP and presentation software, preferably Microsoft Office</p>	Project management skills

	<p>Ability to motivate and support others within a team</p> <p>Ability to analyse data to inform recruitment activity</p>	
General skills	<p>Excellent oral and written communication skills, with the ability to communicate with a variety of audiences</p> <p>Effective presentation skills</p> <p>Excellent organisation and time management skills</p>	
Other	<p>A proactive approach and ability to work on own initiative</p> <p>Excellent interpersonal skills and ability to work within a team</p> <p>A flexible approach to work which includes occasional evening, weekend work and travel</p>	<p>A full current UK driving licence</p>
Disclosure and Barring Scheme	<p>This post requires an enhanced DBS check</p>	
<p>Essential Criteria are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.</p> <p>Desirable Criteria are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.</p>		