

Job Description

Job title	Student Recruitment Officer
School / department	Marketing, Recruitment and Communications
Grade	5
Line manager	Student Recruitment Manager
Responsible for (direct reports)	
Date of creation or review	15/08/2025

Main purpose of the job

The Student Recruitment Officer will work with the Student Recruitment Manager to develop, implement and evaluate a range of student recruitment activities to ensure the University meets its UK undergraduate, postgraduate and part-time recruitment targets. The post holder will be required to represent the University and its entire portfolio of programmes at external events, schools and colleges, and UCAS exhibitions.

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 develop, implement and evaluate undergraduate, postgraduate and part-time student recruitment activities as directed by the Student Recruitment Manager in collaboration with key departments and stakeholders.

To take ownership of and, as agreed, lead on student recruitment projects as directed by the Student Recruitment Manager.

To attend and represent the University at internal and external recruitment events, including but not limited to:

- Open Days
- UCAS higher education exhibitions
- Postgraduate recruitment fairs
- School/college HE/careers fairs
- Taster Days

To advise prospective students on admission requirements and the University's courses. This will involve solo attendance at recruitment events and will require a detailed knowledge of the University's portfolio.

To proactively engage with schools and colleges, in liaison with the Outreach Team, ensuring UWL maintains its relationships with key feeder schools and colleges and identifying opportunities to build new relationships.

To organise University recruitment events, including post-application open days, taster days and visits from prospective students, and to participate in the organisation and implementation of University-wide open days (UG and PG), in liaison with the Events team.

To assist with the organisation and management of the University's Clearing operation.

To work collaboratively with the Outreach Team to ensure recruitment activity supports the University's commitment to offering fair access opportunities to underrepresented students.

In liaison with the Student Recruitment Manager, to analyse student recruitment data and sector trends within the educational landscape in order to inform the University's recruitment activity.

To develop and deliver workshops and presentations at recruitment events such as open days and to school and college groups.

To provide support in the management, monitoring and reporting of activities associated with The Ambassador Platform, ensuring accurate data collection and effective communication of outcomes.

To be responsible for drafting and creating newsletters that effectively communicate key updates, events and initiatives to 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 support the Customer Relationship Team in delivering the University's conversion activity, assisting with the development of communications and activities at key points in the student journey.

To assist the Student Recruitment Manager in ensuring that recruitment activity is supported by effective online content.

To assist the Student Recruitment Manager in monitoring and managing budgets.

To assist with the production of recruitment materials, monitoring stock levels to meet the demands of the Student Recruitment Team.

To liaise with colleagues at all levels across the University in delivering recruitment activity.

To participate in recruitment planning, attending meetings as required.

To deputise for the Student Recruitment Manager as required.

To deal with written and telephone enquiries, ensuring information supplied is timely and accurate.

To assist with the recruitment, training and supervision of temporary staff, such as Student Ambassadors.

To work collaboratively with other teams within the Marketing, Recruitment and Communications department to ensure the effective delivery of UK recruitment plans.

To support the wider Recruitment and Customer Relationships Team with the organisation and implementation of events.

In addition to the above areas of responsibility the post-holder may be required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

Dimensions / back ground information

The role of Student Recruitment Officer is part of a small Student Recruitment Team, which is one of three functions within the Recruitment and Customer Relationships Team, part of the University's Marketing, Recruitment and Communications department.

Person Specification

	Criteria	Essential or Desirable ¹	Demonstrated ²		
			Application	Interview	Test / Exercise
Qualifications and/or membership of prof. bodies	A first degree or equivalent	Essential	X		
Knowledge and experience	Substantial experience of working within higher education (or similar) student recruitment	Essential	X	X	X
	Experience of face-to-face customer service and/or sales	Essential	X	X	
	An understanding of the UK schools and colleges system	Essential		X	
	Knowledge of UCAS application processes and procedures	Essential		X	
	Experience of postgraduate recruitment	Desirable		X	
	An understanding of the higher education sector and of the issues and trends affecting UK student recruitment	Essential		X	X
	Experience of developing and implementing new initiatives	Essential	X	X	
	Experience of liaison with staff, at a range of levels, in education organisations	Essential	X	X	
	Experience of managing budgets and resources	Desirable		X	
	Experience of analysing and reporting on data	Essential	X	X	
	Experience of using a Customer Relationship Management (CRM) system	Desirable		X	
	Experience of organising and managing events	Desirable		X	
	Excellent customer service skills	Essential		X	
	Ability to identify new opportunities and initiate new projects	Essential	X	X	

Specific skills to the job	Confidence and willingness to initiate and develop new external relationships	Essential		x	
	The ability to acquire, retain and communicate the University's portfolio and administrative arrangements surrounding student recruitment	Essential		x	
	Computer literacy and knowledge of one or more widely used database, spreadsheet, word processing, DTP and presentation software, preferably Microsoft Office	Essential		x	
	Ability to analyse data to inform recruitment activity	Essential	x	x	
General skills	Excellent oral and written communication skills, with the ability to communicate with a variety of audiences	Essential	x	x	x
	Excellent interpersonal skills and ability to work within a team	Essential		x	
	Effective presentation skills	Essential		x	x
	Excellent attention to detail	Essential		x	
	Excellent organisation and time management skills with the ability to complete work to deadline	Essential	x	x	
Other	A proactive approach and ability to work on own initiative	Essential		x	
	A flexible approach to work which includes evening and weekend work and travel within the UK, including overnight stays, at key points in the recruitment cycle.	Essential		x	
	A full current UK driving licence	Desirable		x	

Disclosure and Barring Scheme Is a DBS Check required: **DBS** This post requires an enhanced DBS check - with Child Barred



Check

Before making a selection, please refer to the University's [Disclosure and Barring Checks Guidance for Staff](#) and [Criminal Convictions, Disclosures and Barring Staff Policy and Procedure](#). If a DBS check is required for the role, a **Check Approval Form** will need to be completed.