

It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job Description for the post of:

**Project Officer: Student Recruitment & Marketing
EHA2011-0421**

Reporting to: Student Recruitment Operations Manager

Accountable to: Director of Student Recruitment and Administration

The Post

To lead the development of specified marketing and recruitment projects and to provide high level skills to support a range of project-based administrative activities across the Department.

Effective delivery of these responsibilities will rely heavily on the ability of the postholder to liaise with Service colleagues and other senior academic and administrative staff across the University, ensuring exemplary standards of accuracy and quality are demonstrated, along with an ability to work collaboratively.

Duties and Responsibilities

1. Manage priority projects to support the work of Student Recruitment and Marketing which will vary in size and complexity.
2. Manage a diverse portfolio of marketing-type projects across the academic year, supporting teams with peak workloads and leading on ad-hoc activities as required by the senior team. This will also include acting as a conduit for the flow of complex information and provide advice to colleagues where required.
3. Support senior Service staff in the development of project plans and documentation, including drafting and consulting on content as appropriate. This will require preparing and summarising key strategic documents and reports to inform the robust planning of projects.
4. Develop and monitor KPIs for the projects which are initiated across the Department and write and produce update reports and briefings for a variety of internal audiences.

5. To produce project reports and briefings at timely and regular intervals, identifying areas of concern or the need for further resources or focus. This will require the ability need to understand and convey information that may be complex and that may need explanation or interpretation to help others understand;
6. To lead events and briefings across the University for a range of colleagues and stakeholders and attend external events and conferences, summarising findings for colleagues as appropriate.
7. Represent Student Recruitment Marketing at meetings and forums for both internal and external agencies and to keep up to date with national changes.
8. Establish effective working relationships with senior managers, Service staff and wider University colleagues.
9. Monitor progress of actions assigned to senior Service staff, ensuring they are followed up and deadlines are met.
10. Monitor developments in Higher Education and proactively ensure the successful dissemination of procedural and legislative changes as they affect Service areas; this will include producing briefings and reports for a range of colleagues.
11. To commit to professional updating including conference attendance and participation in seminars/workshops.
12. Work in partnership with administrators and senior managers across Recruitment Marketing to assist the efficient and effective administration of support functions.
13. To actively coordinate team working across Services and to provide general administrative support across Recruitment activity, working flexibility to development the Service.
14. To undertake other appropriate duties as required by the Director of Student Recruitment & Administration.

In addition to the above all Edge Hill University staff are required to:

- a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety
- b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons
- c) Undertake appropriate learning and development activities as required
- d) Participate in Edge Hill's Performance Review and Development Scheme

- e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner
- f) Demonstrate excellent Customer Care in dealing with all customers

Salary: Grade 5, Points 19-22
£24,461 - £26,715 per annum

Hours: 36.25 hours per week

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

PERSON SPECIFICATION

Project Officer: Student Recruitment & Marketing EHA2011-0421

CRITERIA:

Applicants should provide evidence of their ability to meet the following criteria:

		Essential	Desirable	*Method of assessment (I/A/S/T/P)
Qualifications				
1	Degree or equivalent professional qualification	*		A
2	Evidence of continuous professional development	*		A
Experience and Knowledge				
3	Significant previous experience in marketing or recruitment-related roles in education or other complex organisations	*		A
4	Experience of providing project administration, including excellent minute and report writing skills	*		S, I, T
5	Experience of coordinating the work of others		*	S
6	Knowledge of marketing-type systems such as CRM software, content management systems, Digital Asset Management systems		*	I
7	Experience of analysing marketing data using tools such as Google Analytics	*		I, T, P
8	Change-management experience		*	S, I
Abilities/Skills				
9	Demonstrable project management skills with the ability to manage competing demands	*		S, I, P
10	Ability to analyse and interpret data to draw conclusions and produce action plans	*		S, I, T
11	Demonstrable copywriting and proof-reading skills with excellent attention to detail	*		T
12	Ability to create and maintain Wiki/SharePoint sites	*		T
13	Ability to use Microsoft Office applications including Word, PowerPoint and advanced Excel functions	*		T, P
14	Excellent interpersonal and communication skills including presentation experience	*		S, I, P
15	Ability to work pro-actively and creatively	*		I
Personal Attributes				
16	Ability to be self-motivated, work with flexibility and	*		S, I

	perform well under pressure			
17	Excellent time management skills and the ability to deliver to strict and agreed deadlines	*		S, I
18	Experience of working as part of a team	*		T
19	Ability to form effective working relationships at a range of levels within a complex organisation	*		S, I

***Method of Assessment**

(I-Interview, A-Application, S-Supporting Statement, T-Test, P-Presentation)

Please note that applications will be assessed against the Person Specification using this criteria.