

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:

Subject Outreach and Events Coordinator EHA2033-0621

Reporting to: Student Recruitment Events Manager

Accountable to: Head of Student Recruitment

The Post

This post is located within the Student Recruitment Team, who have overall responsibility for managing recruitment to the University. The Service leads on undergraduate and postgraduate student recruitment via school liaison & outreach services, recruitment events, course information and communications and in developing strategies to support academic and other services in this area.

The post holder will coordinate the collation and communication of a range of subject specific activities such as taster sessions, masterclasses and curriculum enhancement sessions, developing internal relationships to work with subject areas and departments to plan, deliver and coordinate these activities. Establishing an effective and monitored method of communication, the postholder will promote these activities to key contacts in schools and colleges, enhancing our reputation and attracting high quality students to undergraduate courses. The postholder will work alongside academic colleagues and deliver targeted activities and events for a range of priority schools and colleges in order to increase applications from these institutions. In addition, the postholder will work within the Events team and will support the administration, organisation and delivery of high impact university-wide recruitment events, designed to enhance the level of interest and encourage applications to the University.

The postholder will be a self-starter, able to work with limited supervision and will also have the ability to inform and influence others to respond to the changing sector, market and expectations of prospective students.

Evening and Weekend work will be required.

Duties and Responsibilities

1. Establish and maintain a compelling outreach offer for each department

- a. Work closely with subject and department staff to produce and deliver relevant and accessible sessions, presentations and workshops for a range of post-16 audiences.
 - b. Develop an understanding of A Level and BTEC curricular to enable support to be provided to academic areas around the development of tailored, curriculum enhancing outreach activity.
 - c. Contribute to the organisation and delivery of a variety of innovative and engaging recruitment events including Year 12 Summer Residentials, subject 'taster' events and bespoke on-campus visits
2. Facilitate the promotion and booking of activity, working with the Education Liaison Officers in managing the relationship between the University and a number of designated schools and colleges;
 - a. Facilitate relationships between Edge Hill subject staff and school and college subject staff
 - b. Establish high quality communications, sent via the most appropriate method, to maximise the bookings for events and the contacts database
 - c. Agree schedules for the delivery of activity and programmes for individual schools and colleges to increase the number of applications from those institutions and to increase the conversion rate of applications to acceptances/enrolments as part of the wider student journey managed through our CRM capability
 - d. Assist with the organisation and delivery of school and college visits to the University for innovative and bespoke HE-related activities
 - e. Support relationship building with schools and colleges by acting as a credible representative of Edge Hill University
3. Attending school and college Careers and Progression Fairs, as required, to discuss courses, entry profiles, the University location, campus and facilities, and support decision making regarding A Level/BTEC options as well as HE applications.
4. Supporting the planning, co-ordination, administration and organisation of a wide range of recruitment events including but not limited to, Open Days, Applicant Visit Days, Subject Taster Days, a range of events for teachers and careers advisers and any internal events to support professional development or raise the profile of the Student Recruitment Team.
5. Day-to-day administration within the team including dealing with requests and bookings to attend events, requests for speakers to deliver presentations and workshops and organising events and visits for schools and colleges.
6. Act as a key member of the Events Team at large university-wide recruitment events such as Open Days and Applicant Visit Days.
7. Contribute to the collation of market intelligence and undertake regular benchmarking and evaluation activities.

8. Work effectively within the Education Liaison and Events Team towards the targets set annually in the Education Liaison and Events operational plans.
9. Supporting the team with the training, development and management of the Student Guide Scheme. Supervision of Student Guides for recruitment events, including delivering briefings and compiling training resources.

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 4, Points 15-18
£21,814 - £23,754 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.

It is important to note that the successful applicant will be required to undertake an enhanced disclosure for you from the Disclosure and Barring Service and that this will form part of the conditions of offer of employment.

PERSON SPECIFICATION

Subject Outreach and Events Coordinator EHA2033-0621

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	A degree or equivalent professional qualification	*		A
Experience and Knowledge				
2	Recent experience of studying to degree level in Higher Education	*		A
3	Experience of working within a Student Recruitment function		*	A
4	Experience of working with pre and post 16 students in an educational setting		*	S/I
5	Event coordination experience	*		S/I
6	Experience of creating persuasive and high-quality materials in print and online	*		S/I/T
7	A demonstrable understanding of the issues and barriers relating to the progression of learners in Higher Education		*	S/P
8	An awareness of the national policy context within which the University's student recruitment and widening participation work operates		*	S
9	Knowledge of the Student Recruitment cycle and timelines		*	P/I
Abilities/Skills				
10	Excellent communication and interpersonal skills, including networking skills and the ability to develop and maintain profitable working relationships	*		S/I
11	Excellent presentation skills and a creative approach to developing and delivering engaging presentations for large groups of people	*		S/I/P
12	Organisation and project management skills of the highest level	*		S/I
13	Excellent IT skills to support efficient communication, recording of information and an innovative approach to presentation and delivery of information	*		I

14	Ability to work on own initiative with less regular supervision to prioritise a varied workload, work to tight deadlines and make appropriate decisions under pressure	*		S/I
15	An ability to work collaboratively as part of a team to meet shared objectives	*		S/I
16	An excellent standard of written and spoken English	*		A/I/P/T

***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.