



## Student Recruitment Assistant

<b>Reference:</b>	EHA2030-0624
<b>Salary:</b>	£22,681 - £24,248 per annum Grade 3, Points 11-14
<b>Contract Type:</b>	Permanent
<b>Hours</b>	Full Time (36.25 hours per week)
<b>Location</b>	Ormskirk
<b>Accountable to:</b>	Head of Student Recruitment
<b>Reporting to:</b>	Education Liaison Manager



## About the Department

In bringing together the marketing and recruitment functions, our mission is to provide the professional expertise to lead the design, development and implementation of the University's Marketing and Recruitment Strategy, and to provide high levels of support to our academic colleagues and the University Executive. By taking what is already good about what we do and developing it further, we aim to maximise impact and support the University to achieve its ten year ambition to be a top-30 UK Higher Education Institution.

In creating a single, integrated service area, we aim to:

- Lead on the development of a comprehensive and coherent brand, marketing and recruitment strategy that covers all stages of the awareness to enrolment journey;
- Make effective use of insight and market intelligence to underpin our portfolio development, outreach and campaign activities and drive a culture of continuous improvement;
- Provide strategic end-to-end recruitment and marketing support and engage more deeply across Faculties and Departments on all matters of recruitment and marketing;
- Position ourselves to be closer to the portfolio in order to more effectively articulate the distinctiveness of what we do and play a direct role in shaping messages and selling points which demonstrate why an applicant should choose us;
- Deliver excellent content marketing across well-targeted digital and print channels and a best-in-breed website/digital platforms; and making the most of the moments that matter, delivering personalised communications at meaningful times to positively influence student decision making;
- Harness the influence of influencers and use the most effective channels to deliver appealing narratives and content which meets their needs, working closely with PR and Alumni teams to achieve this;
- Share resources and expertise to challenge ourselves to achieve our best work and find creative, energetic solutions to complex and difficult recruitment problems.





## About the Role

The main responsibility for this role will be to attend student recruitment events across the UK to promote the University and attract high quality students to undergraduate courses. In this role, you will attend HE and Careers Fairs and deliver talks and workshops, working in a range of schools and colleges regionally and across the UK in order to increase applications from these institutions. You will be a self-starter, able to work with limited supervision.

Regular travel across the UK will be a significant part of the role. The post would be suitable for a recent graduate. Evening and Weekend work will be required.

## Duties and Responsibilities

1. Delivery of school/college liaison activity across the UK;
  - a. Delivering relevant and accessible presentations for a range of audiences, and designing and facilitating workshops on a variety of topics related to HE decision making
  - b. Attending recruitment events offering tailored information, advice and guidance to generate appropriate enquiries to the University, persuading potential students and parents/carers to find out more; collecting contact details to enable long term relationships/loyalty to be developed
  - c. Represent the University at a number of large recruitment exhibitions (such as UCAS fairs and UK Uni Search fairs) across the UK
2. Day-to-day administration within the Team including dealing with requests and bookings for representatives to attend events, requests for speakers to deliver presentations and workshops and organising events and visits for schools and colleges.
3. Play a key role in the delivery of large university-wide recruitment events such as Open Days.
4. Support the promotion and delivery of team events such as the annual Teachers and Careers Advisers Conference and the Summer Residentials.
5. Support with activity across the wider Student Recruitment team as required, including attending postgraduate recruitment fairs, delivering outreach activity for the Widening Access team and support with course enquiries.



6. Contribute to the collation of market intelligence and undertake regular benchmarking and evaluation activities.
7. Work effectively within the Education Liaison and Events Team towards the targets set annually in the Education Liaison and Events operational plans.
8. Provide administrative and events support to the Student Recruitment Operations Manager.

**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
- g) Proactively consider accessibility and ensure appropriate quality assurance of templates, documents and published outputs using software such as Microsoft Accessibility checker and Blackboard Ally

## Eligibility

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.

Please note: Anticipated start date for this post is September 2024.





Please note that applications will be assessed against the Person Specification using the following criteria, therefore, applicants should provide evidence of their ability to meet all criteria.

Methods of Assessment include Application Form (A), Supporting Statement (S), Interview (I), Test (T) & Presentation (P).

		Essential	Desirable	Method of assessment (A/S/I/T/P)
<b>Qualifications</b>				
1.	Degree or equivalent professional qualification	*		A
<b>Experience and Knowledge</b>				
2.	Recent experience of studying in Higher Education	*		A
3.	Experience of working with pre and post 16 students in an educational setting		*	I
4.	Experience of creating bespoke and engaging activities for young people	*		S/I
5.	An understanding of the issues and barriers relating to the progression of learners to Higher Education		*	I/P
6.	Knowledge and understanding of the HE Application Process		*	S/P
<b>Abilities and Skills</b>				
7.	Excellent presentation skills and a creative approach to developing and delivering engaging presentations	*		S/P
8.	Excellent communication and interpersonal skills and the ability to relate to varied audiences	*		S/I
9.	A focused and organised approach to work and excellent prioritisation skills	*		S/I
10.	An ability to work collaboratively as part of a team to meet shared objectives and enthuse colleagues	*		S/I
11.	Excellent administrative and IT skills including use of Word, Excel, Outlook, PowerPoint and other packages to support efficient communication, recording of information and an innovative approach to presentation and delivery of information	*		I
12.	An excellent standard of written and spoken English	*		A/I/P



## How to Apply

When you are ready to start the formal application process, please visit our [Current Vacancies page](#) and click 'vacancies', search for the role you wish to apply for, and click 'Apply Online'. The online application form can be completed in stages and can be revisited at any time. The form automatically saves as you enter your information, and it is simple to move backwards and forwards throughout at any time prior to submission. Help is available at each stage to guide you through the form. Before final submission, you can preview your application and can then choose to refine or submit the form.

Please refer to the advert for the closing date for this vacancy, all applications must be submitted by 11.59pm on this date. Following the closing date, we will contact you by email to let you know whether or not you have been shortlisted to participate in the next stage of the selection process. We try our best to inform all applicants within two working weeks following the closing date.

***Application > Shortlisting > Interview > Outcome***

For informal enquiries about this vacancy, you may wish to contact: Chris Mullen, Education Liaison Manager at [mullenc@edgehill.ac.uk](mailto:mullenc@edgehill.ac.uk).

*At Edge Hill University we value the benefits a rich and diverse workforce brings to our community and therefore welcome applications from all sections of society.*