



# Job Description and Person Specification

## Summary

<b>Job title:</b>	Education Liaison Assistant
<b>Area:</b>	Student Recruitment Marketing
<b>Reference:</b>	EHA1166-0724
<b>Grade and Salary:</b>	£24,533 - £26,444 per annum Grade 4, Points 15 to 18
<b>Contract Type:</b>	Permanent
<b>Hours:</b>	Full Time (36.25 hours per week)
<b>Location:</b>	Ormskirk, Lancashire, L39 4QP
<b>Accountable to:</b>	Head of Student Recruitment
<b>Reporting to:</b>	Education Liaison Officer

## 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 postholder's main role will be to promote the University and attract high quality students to undergraduate courses through liaison with schools, colleges and careers services. The postholder will work in a range of targeted schools and colleges regionally and across the UK, delivering presentations, attending careers fairs and enhancing relationships in order to increase applications from these institutions. The postholder will be a self-starter, able to work independently, including away from the office as significant travel is required.

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

## Duties and Responsibilities

1. Undertaking school/college liaison work locally as determined by the Education Liaison Officer to deliver on recruitment objectives. This will include;
  - a. Delivering relevant and accessible presentations for a range of audiences, and designing and facilitating workshops on a variety of educational issues related to HE decision making
  - b. Contributing to the organisation and delivery of a variety of engaging recruitment events including Preparation for HE events, events for a pre-16 audience and bespoke on-campus visits for target schools and colleges
  - c. 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
2. Working with the Student Recruitment Operations Manager, Education Liaison Manager and Education Liaison Officer to deliver student recruitment projects outside of the North West;
  - a. Enhancing the relationship between the University and a small number of designated schools and colleges in that area

- b. Attending events and delivering local strategies and agreed programmes for these schools and colleges to increase the number of applications from those institutions, and evaluating the impact and success of these activities
  - c. Promoting opportunities to visit campus and organizing school and college visits to the University for innovative and bespoke HE-related activities
  - d. Attending UCAS and other external events in these regions and using the platform to proactively network and develop links and enhance our reputation with visiting students, teachers and other influencers
  - e. Enhancing relationships with other key stakeholders such as regional agencies, charities, careers specialists and organisers of relevant events and conferences.
3. 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. From time to time you will also provide support and cover for the Course Enquiries Team.
4. Work to support the Student Recruitment Operations Manager and Education Liaison Manager with the training, development and management of the Student Guide scheme administered by the Student Recruitment Team.
5. Play a key role in the delivery of large university-wide recruitment events such as Open Days
6. Support the promotion and delivery of team events such as the annual Teachers and Careers Advisers Conference and the Summer Residentials
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. 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.

## Person Specification

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. Where a supporting statement is indicated you will be asked to provide a statement of how you meet this criterion within the application form.

### Qualifications

Criteria	Essential or Desirable Criteria	Method of Assessment
Degree or equivalent professional qualification	Essential	Application

### Experience and Knowledge

Criteria	Essential or Desirable Criteria	Method of Assessment
Recent experience of studying in Higher Education	Essential	Application
Significant recent experience of delivering activity for pre and post 16 students in an educational setting	Desirable	Interview
Experience of creating bespoke and engaging activities for school & college groups	Essential	Supporting Statement, Interview
Event Coordination experience	Desirable	Interview
A demonstrable understanding of the issues and barriers relating to the progression of learners in Higher Education	Desirable	Interview, Presentation
Knowledge and understanding of the HE Application Process	Desirable	Supporting Statement, Presentation

### Abilities and Skills

Criteria	Essential or Desirable Criteria	Method of Assessment
Excellent presentation skills and a creative approach to developing and delivering engaging presentations	Essential	Supporting Statement, Presentation
Excellent communication and interpersonal skills, including the ability to develop and maintain effective working relationships	Essential	Supporting Statement, Interview

<b>Criteria</b>	<b>Essential or Desirable Criteria</b>	<b>Method of Assessment</b>
A focused and organised approach to work and excellent prioritisation skills	Essential	Supporting Statement, Interview
An ability to work collaboratively as part of a team to meet shared objectives and enthuse colleagues	Essential	Supporting Statement, Interview
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	Essential	Supporting Statement, Interview
An excellent standard of written and spoken English	Essential	Application, Interview, Presentation
A positive, flexible and resilient approach to work and working hours and willingness to travel extensively throughout the North West and further afield, spend periods away from home, and to work unsociable hours, including evenings and weekends	Essential	Supporting Statement, Interview

## Candidate Guidance and How to Apply

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.

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).

When you are ready to start the formal application process, please [visit our Current Vacancies website](#), search for the role you wish to apply for, and select the 'Apply Online' button at the bottom of the job advert. 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 you can move backwards and forwards between individual form sections at any time prior to application 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.

As part of your application, you will be asked to provide details of two referees. Please see our application form for guidance on how to nominate your referees.

Please refer to the advert for the closing date for this vacancy, all applications must be submitted by 11:59pm on this date. Please note that you will receive an automated email from our online recruitment portal to confirm receipt of your application. Please check your spam/junk mail if you do not receive this email.



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.

If you are offered the post, the offer will be subject to pre-employment clearance. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity and evidence of your qualifications and professional memberships as referenced as essential or desirable in the person specification for this role. You will also be asked to complete onboarding forms including a pre-employment health questionnaire to support the University make appropriate adjustments to support you in the role. The University will also contact the referees you have nominated. Please note that you may be asked for alternative or additional referees as we seek references that cover your previous three years of employment history. Following successful completion of pre-employment clearances (including an Enhanced Disclosure and Barring Service check, as relevant, please see job advert) a start date will then be arranged with you.

