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**Professional Services**

**Marketing & Communications**

**Student Recruitment Officer**

**ZZ005234**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £28,762 - £31,411 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

The full-time standard University hours are 37 per week which are normally from 8.30 a.m. to 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.15 p.m. Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned. If the position is part-time, the hours and days worked will either be as stated in the advert or discussed at interview/appointment. Overtime is not normally payable but time off in lieu may be given.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three-year period of employment or study (where there has been no employment). One of your referees must be your current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

If the position has a requirement for Disclosure and Barring Service check (DBS) or Non-Police Personnel Vetting (NPPV), this will be stated in the advert. Further information will be provided once the selection process has been completed.

All applications must be submitted by 23:59 (UK time) on the closing date published.

For information on how to find our campus and the navigation of buildings (including accessibility), please see <https://www.accessable.co.uk/university-of-portsmouth> (click on the Access Guides tab at the top of the page, and then click on "view all access guides".



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Student Recruitment Officer |
| **Grade:** | 5 |
| **Department:****Location:** | Marketing & Communications Mercantile House |
| **Position Reference No:** | ZZ005234 |
| **Cost Centre:** | 47467 |
| **Responsible to:** | Regional Student Recruitment Coordinator  |
| **Responsible for:** | N/A |
| **Effective date of job description:** | January 2023 |

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| **Context of Job:** |
| The Marketing, Advancement and Communications Department offers a complete in-house service to promote the University to its various stakeholders. The Department’s services cover a wide range of marketing communications disciplines, dealing with brand management, internal and external communications, marketing strategy, campaigns, digital marketing, web strategy, press and public relations, alumni and advancement, recruitment, outreach and market research.**The role of the Recruitment and Outreach Team** is to lead, develop and implement the University’s recruitment strategies and outreach initiatives. To lead Faculty engagement in order to facilitate and manage the development of recruitment strategies and delivery of recruitment targets. To engage, lead and ensure delivery of Access and Participation Plan targets, delivering maximum impact, supporting the University Strategy and business objectives.**The Undergraduate Recruitment team** lead and implement recruitment strategies and initiatives to achieve the University’s undergraduate recruitment targets. They develop and account manage relationships with post 16 schools and colleges and deliver a programme of high-quality recruitment activity to achieve the University’s recruitment ambitions.  |

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| **Purpose of Job:** |
| * Support the Regional Student Recruitment Coordinator in the delivery of a regional recruitment plan and account manage a number of target schools and colleges within a geographical region.
* Proactively engage students, parents, teachers and advisers in schools and colleges to raise the profile of the University of Portsmouth and increase the number and quality of applications to the University in order to achieve the University’s recruitment targets.
* To contribute to the delivery and achievement of the University’s undergraduate recruitment plans and targets, providing support and deputisation to the Regional Student Recruitment Coordinator.
* To work with the Regional Student Recruitment Coordinator to identify opportunities and innovative solutions that will assist the University to reach its targets in relation to UK undergraduate recruitment
* Support the organisation and delivery of recruitment initiatives, events and talks delivered virtually and in person (on and off campus) for students, parents, teachers and advisers in target schools and colleges.
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| **Key Responsibilities:** |
| **Recruitment:*** To work collaboratively with teams within Marketing, Advancement and Communications in the delivery of the University’s undergraduate recruitment plans.
* To support the delivery of a targeted regional recruitment strategy.
* Build, account manage and maintain relationships with schools and colleges in order to increase the profile of the University, generate student leads for nurture and increase applications to the University.
* Arrange and deliver talks, workshops and represent the University at events virtually, on and off campus for schools and colleges to promote the University of Portsmouth and generate leads and applications.
* To provide regular reports on progress towards targets, horizon scanning of new UK undergraduate recruitment opportunities within the region and market intelligence and feedback.
* To promote all University of Portsmouth courses to schools and colleges and support the development and delivery of recruitment activities for new courses.
* To support the University’s conversion and clearing activity and work collaboratively with the University Admissions team to provide a high level of customer service to enquirers and applicants.
* Generate leads of prospective students, parents, teachers and advisers for the University to nurture throughout the UCAS cycle.
* Use data and analytics to target activity and evaluate the impact of recruitment initiatives and activities, maintain records on the University’s CRM and provide regular reports on activity to inform future practice.
* Use the University’s Customer Relationship Management system to target activity, account manage relationships with schools/colleges, record and report on activity and provide a high level of customer service to schools and key stakeholders.
* Represent the University of Portsmouth at a designated number of HE careers fairs and recruitment exhibitions (e.g. UCAS) throughout the UK in order to collect leads and support the achievement of recruitment targets.
* Support the wider Recruitment and Outreach team, working with other geographical regions, age groups and target audiences as required and support the achievement of the University’s Access and Participation plan.
* In consultation with the Corporate Communications and Digital teams, assist with developing and updating promotional materials (digital and print) and presentations to support the work being undertaken by the team.
* Deputise for the Regional Student Recruitment Coordinator as appropriate.

**Event Organisation:*** Support the organisation and delivery of events for students, parents, teacher and advisers at the University and off campus at different locations and virtually e.g. campus visits, recruitment exhibitions, HE Advisers conference.
* Support the Faculty Recruitment and Outreach Liaison Manager in identifying opportunities for course specific recruitment within the region and support with organising and delivering virtual and in person (on and off campus) Faculty recruitment activity and events.

 **General:*** To comply with the University’s Safeguarding policy, ensuring that staff and student ambassadors are fully trained and compliant with safeguarding procedures.
* To participate in performance & development review (PDR), ensuring that work produced is in line with the Department/University aims.
* To comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others.  Report all accidents, near misses and unsafe circumstances.
* To support the University's commitment to equality, diversity, respect and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age or family circumstances.
* Undertake such other duties as may be required reasonably by the Head of Recruitment and Outreach or the Director of Marketing and Communications.
* Undertake extensive and frequent travel throughout the UK, including overnight stay(s) as required, to work at schools, colleges and recruitment events. Travel efficiently to multiple locations per day and transport promotional materials and stands to events during these visits.
* Work evenings and weekends as required.

 **NOTE:** This role requires adaptability, initiative and resilience as there will be a large amount of UK travel and evening and weekend work. There will be travel away from home involving overnight stays. An Enhanced Disclosure and Barring Service (DBS) check is essential. |

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| **Working Relationships:** |
| * UK Student Recruitment Manager
* Head of Recruitment and Outreach
* Regional Student Recruitment Co-ordinator
* Recruitment and Outreach Team
* Marketing, Advancement & Communications staff
* Schools, colleges and networks within and outside of the University
* Faculty recruitment staff
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1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Knowledge of the issues and trends facing the Higher Education sector in the UK in relation to student recruitment  | E | AF, S |
|  | Knowledge of the UK schools and colleges system, widening participation and Higher Education | E | AF, S |
|  | Previous experience working with and motivating children or young adults | E | AF, S |
|  | Experience in working with a range of stakeholders at all levels in an institution | E | AF, S |
|  | Experience of event delivery and organisation | E | AF, S |
|  | Experience of working in the student recruitment field | D | AF, s |
|  | Knowledge and experience of lead generation | D | AF, S |
|  | Experience of developing and producing high quality resources | D | AF, S |
|  | Experience in using Customer Relationship Management Systems (CRM) | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent interpersonal skills, including the ability to inspire trust and confidence | E | AF, S |
|  | Excellent communication skills, both written and verbal, including the ability to motivate and communicate well with young people | E | AF, S |
|  | Excellent organisational, administrative and time management skills | E | AF, S |
|  | Ability to rapidly acquire and assimilate knowledge about the University’s courses, admissions and recruitment systems | E | AF, s |
|  | Ability to use data and analytics to target activity and measure return on investment | E | AF, S |
|  | Excellent presentation skills to large groups | E | AF, S |
|  | Performance driven and ability to achieve targets in a pressurised environment | E | AF, S |
|  | Proficient in the use of Microsoft Office and Google applications | E | AF, S |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | Degree in any discipline or equivalent higher education qualification | E | AF |
|  | Enhance DBS disclosure | E | AF, S |
|  | Full driving license | D | AF, S |
| **4.** | **Other Requirements** |  |  |
|  | Must be flexible and adaptable in their approach to work | E | S |
|  | Must be willing and able to fulfil the travel requirements of the role, which includes extensive, frequent travel throughout the UK and overnight stay(s) | E | S |
|  | Must be willing and able to work evenings and weekends as required. | E | S |
|  | Must be able to work in team and on own initiative | E | AF, S |
|  | Must self-motivated, confident and have the ability to act as a role model for target audience | E | AF, S |

**Legend**

Rating of attribute: E = Essential; D = Desirable

Source of evidence: AF = Application Form; S = Selection Programme (Including Interview, Test, Presentation)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforrecruiters/essentialinformationandformsforrecruiters/) **document in order to do this.**  |
| 1. International travel/Fieldwork  |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants, welding fume)  |  |
| 2. Manual Handling (of loads/people)  | X | 14. Working at height |  |
| 3. Human tissue/body fluids (e.g. Healthcare settings, First Aiders, Nursery workers, Laboratory workers) |  | 15. Working with sewage, drains, river or canal water  |  |
| 4. Genetically modified Organisms  |  | 16. Confined spaces |  |
| 5. Noise > 80 DbA  |  | 17. Vibrating tools  |  |
| 6. Night Working (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 7. Display screen equipment | X | 19. Compressed gases |  |
| 8. Repetitive tasks (e.g. pipette use, etc)  |  | 20. Small print/colour coding |  |
| 9. Ionising radiation/non-ionising radiation/lasers/UV radiation  | 21. Soil/bio-aerosols |  |
| 10. Asbestos and/or lead  | 22. Nanomaterials  |
| 11. Driving on University business: mini-bus (over 9 seats), van, bus, forklift truck, drones only)  | 23. Workplace stressors (e.g. workload, relationships, job role, etc.)  |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | ROBIN WILCOX |
| **Date** | JANUARY 2023 |
| **Extension number** |  |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.