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**Professional Services**

**Marketing and Communications**

**Regional Student Recruitment Coordinator (Greater London)**

**ZZ005243**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Full-time

Fixed term

Salary is in the range £36,382 - £39,739 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.

It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation.

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.



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Regional Student Recruitment Coordinator (Greater London) |
| **Grade:** | 7 |
| **Faculty/Centre:** | Professional Services |
| **Department/Service:****Location:** | Marketing, Advancement & CommunicationsGreater London |
| **Position Reference No:** | ZZ003827 |
| **Responsible to:** | UK Student Recruitment Manager |
| **Responsible for:** | N/A |
| **Effective date of job description:** | September 2021  |

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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 and campaigns, digital marketing and web strategy, press and public relations, 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:**  |
| * To contribute to the University’s undergraduate recruitment plan and the achievement of the University’s undergraduate recruitment targets.
* Work collaboratively to develop, lead and deliver a regional recruitment plan for Greater London and areas of Kent & Essex.
* Based in Greater London, the post holder will proactively build and manage relationships with schools and colleges across the Greater London region and areas of Kent and Essex.
* Proactively engage students, parents, teachers and advisers in these schools and colleges to raise the profile of the University of Portsmouth, generate leads and increase the number and quality of applications to the University in order to achieve the University’s recruitment targets.
* To identify opportunities and innovative solutions that will assist the University to reach its undergraduate recruitment targets and generate new business.
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| **Key Responsibilities:** |
| **This is a home working post and the post holder will be expected to live in Greater London. Preference will be given to applicants based in East/South East London to support the travel requirements of the role.** **The role will require frequent and extensive travel to schools and colleges across Greater London, areas of Kent and Essex and occasionally throughout the UK. The post holder will be required to work a full day onsite a the University at least once a month.****This role requires flexibility, 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.****Recruitment** 1. Working collaboratively with the UK Student Recruitment Manager and Senior Student Recruitment Manager (London) to pro-actively build, account manage and maintain relationships with post-16 schools and colleges across Greater London and areas of Kent & Essex in order to increase the profile of the University and improve application rates from appropriate students.
2. Work collaboratively with London based recruitment staff to develop, lead and deliver a regional recruitment plan for the Greater London region and areas of Kent and Essex with the aim of increasing applications and enrolments to the University of Portsmouth.
3. Develop, manage and deliver a range of recruitment initiatives, events and talks virtually, on campus and off campus for schools and colleges to promote the University of Portsmouth and generate leads and applications.
4. Represent the University of Portsmouth at a designated number of HE career fairs and recruitment exhibitions (e.g. UCAS) throughout the UK in order to collect leads and support the achievement of recruitment targets.
5. Guide and direct the work of Student Recruitment Officers supporting the recruitment plan for the region, setting clear targets and monitoring performance against these.
6. Work with the Faculty Recruitment and Outreach Liaison Manager to identify opportunities for course specific recruitment and support the organisation, promotion and delivery of Faculty recruitment activity and virtual and in-person (off and on campus) events.
7. To facilitate the attendance of students and key influencers from within the target region at University events e.g faculty conferences, taster days, open days, virtual events.
8. 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.
9. To promote all University of Portsmouth courses and campuses to target schools and colleges.
10. On the introduction of new University courses to support the development and delivery of recruitment activities.
11. To work proactively and collaboratively with teams within Marketing and Communications in the delivery of the current UK Undergraduate recruitment delivery plans.
12. Deliver initiatives to target private and fee-paying schools and colleges to increase awareness of the University’s offer to high performing students within the region.
13. Generate leads of prospectives students, parents, teachers and advisers for the University to nuture throughout the UCAS cycle.
14. Use data, analytics and market intelligence to identify recruitment opportunities, successfully target recruitment activity and evaluate the impact of activity in achieving KPI’s and targets.
15. To provide regular reports to managers on progress towards targets, horizon scanning of new UK Undergraduate recruitment opportunities within the region and market intelligence and feedback.
16. Use the University’s Customer Relationship Management system to target activity, manage relationships with schools/colleges, record and report on activity provide a high level of customer service to schools and key stakeholders.
17. Manage budgets and resources associated with recruitment initiatives and activities.
18. 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.
19. In consultation with the Corporate Communications and Digital teams, develop and update promotional materials (digital and print) to support the work being undertaken by the team.
20. Offer advice and guidance relating to the development of school and college links to staff across the University.

**General:**1. To comply with the University’s Safeguarding policy, ensuring staff and student ambassadors are fully trained and compliant with safeguarding procedures.
2. To participate in performance & development review (PDR), ensuring that work produced is in line with the Department/University aims.
3. 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.
4. 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.
5. Undertake such other duties as may be required reasonably by the Head of Recruitment and Outreach or the Director of Marketing, Advancement and Communications.
6. 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.
7. Work evenings and weekends as required.
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| **Working Relationships:** |
| UK Student Recruitment ManagerSenior Student Recruitment Manager (London)Head of Recruitment and OutreachMarketing, Advancement & Communications staffRecruitment and Outreach TeamSchools, colleges and networks within and outside of the University  |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Extensive experience of working in student recruitment | E | AF, S |
|  | Knowledge of the issues and trends facing the Higher Education sector in the UK in relation to student recruitment | E | AF, S |
|  | Experience of managing large recruitment events (virtual and in-person) within a complex Higher Education institution | E | AF, S |
|  | Experience in working with a range of stakeholders at all levels of an institution | E | AF, S |
|  | Previous experience working with and motivating children or young adults  | E | AF, S |
|  | Knowledge of the UK schools and colleges system, Widening Participation and Higher Education | E | AF, S |
|  | Knowledge and experience of lead generation  | E | AF, S |
|  | Experience of managing resources and budgets associated with projects | E | AF, S |
|  | Previous experience of developing and producing high quality resources (digital and print) | D | AF, S |
|  | Line management experience | D | AF, S |
|  | Experience in using Customer Relationship Management (CRM) systems | D | AF, S |
|  | Experience of establishing relationships and networks with post 16 schools and colleges across the Greater London region | 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 | E | AF, S |
|  | Excellent organisational and project management skills | E | AF, S |
|  | Ability to rapidly acquire and assimilate knowledge about the University’s courses, admissions and recruitment systems | E | AF, S |
|  | Strong analytical skills and confidence in using data 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 |
|  | Excellent time management skills and ability to complete work to deadline | 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, S |
|  | Full driving license | D | AF |
|  | To undertake an Enhanced DBS check | E | AF |
|  | Relevant professional qualification related to marketing or working with young people  | D | AF |
| **4.** | **Other Requirements** |  |  |
|  | Must be flexible and adaptable in the approach to work and be self-motivated and disciplined. | E | AF, S |
|  | Must be able to work in a team and without direct supervision | E | AF, S |
|  | Must be enthusiastic, outgoing and have appropriate personal style and presence to act as a role model for target audience | E | S |
|  | Must be willing and able to fulfill the travel requirements of the role, which includes frequent travel throughout the UK and overnight stays. | E | AF, S |
|  | Must be willing and able to work evenings and weekends as required. | 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/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) **document in order to do this and give details in the free text space provided.**  |
| 1. International travel/Fieldwork
 |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants, welding fume)  |  |
| 1. Manual Handling (of loads/people)
 | x | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare settings, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically Modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment
 | x | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use etc.)
 |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation
 | 21. Soil/bio-aerosols |  |
| 10. Asbestos and or lead  | 22. Nanomaterials  |
| 1. 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) XAccess to children and working remotely |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | Sarah Watkins |
| **Date** | September 2021 |
| **Extension number** | N/A |

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.