Job Title: Student Recruitment Officer

Unit/School: MCSR

Grade: 5A/B

HERA: CMSR32

Core purpose of role

Led by the Student Recruitment Manager, you will focus on various functions including providing significant market intelligence and analysis. Ensuring the most appropriate activity is undertaken in the most effective channels to yield positive results.

You will also organise and undertake effective in-person recruitment activity building relationships with prospective students, pre applicants, applicants, and stakeholders such as teachers and parents. This will include travel across the UK representing the University.

The purpose of this role is to implement and deliver student recruitment activities, and to ensure that these activities are aligned with Cardiff Met's overarching marketing, recruitment and conversion plan and student recruitment target

Key responsibilities and contributions

- Create and manage new and existing relationships with feeder schools and colleges within a specified geographical area in order to increase applications to the university.
- Design and deliver a creative and informative menu of Higher Education awareness presentations to increase applications to Cardiff Metropolitan University.
- Proactively input into and deliver the student recruitment annual communications plan to all schools and colleges in the UK. To design and build a series of promotional e-newsletters to schools and colleges to raise awareness of Cardiff Metropolitan University's profile. Responsible for the schools liaison team social media channels.
- Design, organise and deliver a series of higher education awareness on campus recruitment events to increase applications to Cardiff Metropolitan University in line with the strategic growth target.
- Deliver a series of Higher Education awareness sessions to Year 9 to 11 students in conjunction with Reaching Wider Agenda and Higher Education Roadshow.
- Represent the university at major HE fairs/parents evenings and school careers related events throughout Wales and the UK each academic year. This will involve working outside of normal office hours. This may involve overnight stays.
- Develop a recruitment plan tailored to an academic school in line with the central

recruitment strategy. Work with an academic school to create and deliver informative promotional talks and workshops to influence applications to the school. To review the school specific activity periodically.

- Organise and deliver large scale recruitment/taster events for the academic school.

- Liaise on a regular basis with academics to discuss applications and plan activity to boost applications. Regularly liaise with the Marketing Team and School Marketing Officer to ensure a consistent approach to any marketing, promotional and student recruitment activity feeding into the operational marketing plans as appropriate.

- Support delivery of talks at Student Recruitment Events and activities such as Open Days, Applicant Days, Clearing and Postgraduate Recruitment.

- Support the recruitment process to recruit and train student ambassadors for Cardiff Metropolitan University.

- Regularly report back to the Student Recruitment Manager on intel gathered from schools and colleges and sector trends to help inform strategies moving forward.

Person specification

Essential qualifications / Professional memberships

- Educated to degree level or equivalent.

Essential experience, knowledge and skills

1. Knowledge of the Higher Education Application process (UCAS) and the available study routes to Higher Education and support available.
2. Knowledge of Cardiff Met programme portfolio.
3. Ability to work on own initiative, with minimal supervision.
4. Able to communicate effectively at all levels.
5. Computer literate – proficient in Microsoft Office packages.
6. Experience in a marketing/promotion related role.
7. Experience in making presentations to groups of varying sizes.
8. Full Driving license.
9. Ability to design and build e-newsletters.

Desirable

1. Experience of a similar role in a University.
2. Experience as a Cardiff Metropolitan University Ambassador.
3. CIM Marketing qualification.

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: Welsh language skills levels. If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.				
A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.	Desirable	Desirable	Desirable	Desirable
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post requires an enhanced DBS child barred list check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.