



|              |                                                   |
|--------------|---------------------------------------------------|
| Job Title:   | Student Recruitment Graduate Assistant            |
| Unit/School: | Marketing, Communications and Student Recruitment |
| Grade:       | 4A/B                                              |
| HERA:        | MCSR45                                            |

## Core purpose of role

Led by the Student Recruitment Manager, you will focus on various functions including providing significant market intelligence and analysis.

You will also 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 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

- Support with the delivery of a series of Higher Education awareness talks to give a recent graduate's perspective of the journey to Higher Education to increase applications to Cardiff Metropolitan University.
- Support with the delivery of a series of on campus recruitment events to increase applications to Cardiff Metropolitan University.
- Represent the university at major Higher Education fairs/parents evenings and school careers related events throughout Wales and the UK. This will involve working outside of normal office hours. This may involve overnight stays.
- Support delivery of talks at Student Recruitment Events and activities such as Open Days, Applicant Days, Clearing and Postgraduate Recruitment.
- Support with calling campaigns to prospective students to encourage engagement with Cardiff Metropolitan University recruitment activity.
- Support the Marketing and Recruitment Administration Officer to recruit and train student ambassadors for Cardiff Metropolitan University, ensuring appropriate briefings are given to Student Ambassadors supporting events.
- Regularly feedback intel from schools and college sessions to the Student Recruitment to help inform strategies.



- Conduct administrative tasks to support the planning of events such as; room bookings, catering bookings etc. as required by Student Recruitment Officers and Student Recruitment Events Officers.
- Liaise with external suppliers to agree key logistics ahead of events.
- Assist the Student Recruitment Events Officers with gathering event feedback for review to improve future events.
- Take groups of prospective students and guests around either campus, providing information about courses and the University.
- Support with the delivery of postgraduate recruitment sessions to current final year undergraduate Cardiff Metropolitan University students.

### **Person specification**

#### **Essential qualifications / Professional memberships**

- Recent Cardiff Metropolitan University graduate, having graduated within the last three years.

#### **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 of undergraduate, postgraduate, short-courses and student offering.
3. Ability to work on own initiative, with minimal supervision.
4. Able to communicate effectively both written and verbally.
5. Computer literate – proficient in Microsoft Office packages.
6. Experience in delivering presentations to groups of varying sizes.
7. Good organisation and time management skills.
8. Full Driving license due to travel to remote locations where public transport is unreliable.

## Desirable

1. Experience of a similar role in a University.
2. Experience as a Cardiff Metropolitan University Ambassador.

## 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   |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|
| <b>A1 – Beginner</b><br>Can understand and use familiar everyday expressions and very basic phrases in Welsh.                                        |           |           |           |           |
| <b>A2 - Basic user</b><br>Can deal with simple, straightforward information and communicate in basic Welsh.                                          |           |           |           |           |
| <b>B1 - Intermediate user</b><br>Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.                   |           |           |           |           |
| <b>B2 - Upper intermediate user</b><br>Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker. |           |           |           |           |
| <b>C1 - Fluent user</b><br>Can communicate fluently in Welsh.                                                                                        | Desirable | Desirable | Desirable | Desirable |
| <b>C2 - Master user</b><br>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.