

Schools and Colleges Liaison Officer - External Relations - Grade F

Job Description

Purpose

To help grow the University's undergraduate market share from across the UK as part of the UK Student Recruitment (UKSR) team.

To work with selected schools and colleges within a designated geographical region of the UK. This involves developing and delivering informative and compelling presentations, workshops, and activities for prospective undergraduate students. Account managing feeder schools and colleges, maintaining relationships with staff there to raise awareness of the University and its programmes, identifying opportunities, and reporting back to the Schools and Colleges Liaison Manager.

To represent the University at UK-wide higher education exhibitions, supports the delivery of campus visits, and contributes to the execution of open days and offer holder days as a member of the UK Student Recruitment team. The nature of this work involves weekend and evening working and undertaking regular travel regionally and nationally.

Duties

1. Undertake recruitment activities designed to support lead generation and attract applications, including through representing the University at recruitment fairs and exhibitions, attending school and college-based careers events, and designing and delivering tailored sessions on and off campus.
2. Produce engaging resources that raise the profile of UCLan and its programmes, to maximise interest and grow the number of applications.
3. Provide information, advice and guidance for potential students, their parents, teachers, employers, careers advisers and other influencers through all channels, including face-to-face and remote.
4. Accurately record event and activity information, and regional insight, to enable management information to be generated that informs the development of activities and plans.
5. Provide activity reports as required, evaluating the impact of activities and progress against recruitment targets.
6. As an ambassador for the University, contribute as required, to all areas of UKSR and External Relations, including open days, offer holder days, Clearing activities and one-off events.
7. Ensure process are followed to capture the data of prospective students for ongoing tracking and monitoring purposes (in line with all legislation).
8. Ensure compliance with health and safety and risk assessment rules/guidelines, and undertake any training or development identified as being necessary to the role.
9. Undertake other duties as determined by your line manager or Head of UKSR.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Experience of producing engaging and informative presentations and delivering these to young people. (Application/Interview)
- Experience of delivering and supporting events for different audiences. (Application/Interview)
- Experience of working with external and internal stakeholders with an ability to tailor communication appropriately. (Application/Interview)
- Undergraduate degree (Application)
- Ability to work effectively as part of a team and individually; working to deliver shared goals and deadlines positively and collaboratively. (Application/Interview)
- Fluency in English, with excellent written and oral communications skills. (Application/Interview)
- Ability to work accurately and efficiently under pressure when working on multiple projects and deadlines, solving unforeseen problems along the way. (Application/Interview)
- Innovative, with ability to carry through creative ideas into practice. (Application/Interview)
- Act as a positive role model for a business or organisation. (Application/Interview)
- Understanding of the UK educational system, especially for post-16 study. (Application/Interview)
- Ability to use Microsoft Office; including PowerPoint, Excel, and Teams. (Application/Interview)
- Full UK driving licence. (Application/Interview)
- Willingness to learn and to be committed to a culture of continuous improvement and development. (Application/Interview)
- Willingness to work flexibly as the job role requires, including frequently working evenings and weekends, with occasional multiple-overnight stays away from home. (Interview)
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview)

Knowledge, Skills, and Behaviours (Desirable)

- Experience of working in a recruitment or widening access team within a Higher Education setting. (Application)
- Experience of working within an educational setting (Application)

- Working knowledge of the UCAS application process. (Application/Interview)
- Project management skills. (Application/Interview)
- Experience of using a CRM system. (Application/Interview)
- Experience of monitoring quality for continual improvement. (Application/Interview)