

## Schools and Colleges Liaison Manager - Midlands - External Relations - Student Recruitment - Grade G

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### Job Description

#### **Purpose**

To develop and deliver a student recruitment strategy and operational plan that aims to build effective relationships with schools and colleges, develop existing partnerships and forge new links across the region and beyond.

To gather regional intelligence, identify market opportunities and develop regional plans that generate and convert leads to achieve UK student recruitment targets.

To develop and deliver a compelling programme of subject level engagement with prospective student audiences, working with academics and key contacts to ensure that recruitment activities are enticing, informative and purposeful.

#### **Duties**

1. Proactively promote UCLan to prospective student audiences with the aim of increasing awareness of the University and driving applications to the institution
2. Support the development and delivery of an annual programme of recruitment interventions and activities
3. Support the development and maintenance of an account management model, for feeder school and college accounts, building sustainable relationships
4. Support others in the team in developing targeted plans for school and college accounts
5. Align recruitment to priority curriculum areas with the needs of schools and colleges to ensure mutual benefit to the University and our feeder institutions
6. Reinforce the UCLan brand, ensuring its consistent deployment across presentations, hard copy and digital materials
7. Support the creation of a content plan for the development of marketing collateral aimed at Careers Education, Information, Advice and Guidance staff and subject level influencers including teachers
8. Provide competitor insight based upon observing the recruitment activities and approach of other HE institutions in the region
9. Identify and understand the needs of schools and colleges and their expectations of UCLan, supporting the delivery of a differentiated school and college offering
10. Identify and understand prospective students' needs, contributing to the development of compelling messaging and product offers
11. Maintain appropriate databases of school and college contact and prospective student leads, including through use of the CRM system
12. Produce metrics and reports based on the analysis of information and data, with recommendations as appropriate on market development
13. Liaise with academic and professional services staff to highlight the benefits and importance of student recruitment, eliciting their support in delivering successful recruitment activities
14. Work within agreed budget requirements for specific activities and campaigns

15. Coordinate projects and groups involving colleagues from across the University, chairing and minuting meetings as required
16. Undertake risk assessments and other duties to ensure events and activities are safe for internal and external stakeholders
17. To undertake other duties as determined by the Head of UK Student Recruitment.

## Person Specification

### **Knowledge, Skills, and Behaviours (Essential)**

- Strong understanding of the Higher Education sector including the student recruitment and admissions cycle and the UCAS process (Application/Interview).
- Strong understanding of UK Further Education sector (Application/Interview).
- Demonstrable experience of establishing and managing relationships with external organisations (Application/Interview).
- Educated to degree level (Application).
- Strong organisational and project management skills (Application/Interview).
- Ability to prioritise and schedule work to meet multiple deadlines (Application/Interview).
- Strong writing skills, with the ability to tailor communications to different audiences (Application/Interview).
- Excellent interpersonal and influencing skills and ability to engage with a wide range of audiences, whether one-to-one or through presentations and workshops (Application/Interview).
- Flexibility to work unsociable hours, including evenings and weekends where required (Interview).
- A commitment to the University's values of Achieving Together, Being Proud, Creating Opportunity and Supporting All (Application/Interview).

### **Knowledge, Skills, and Behaviours (Desirable)**

- Experience of working in a HE student recruitment environment (Application/Interview).
- Experience of successfully brokering relationships with schools and colleges at a senior level (Application/Interview).
- Experience of running large scale recruitment events within the Higher Education sector (Application/Interview).
- Experience of databases and client relationship management systems (Application/Interview).
- Detailed understanding and experience of Office IT applications/packages (Application/Interview).