

## Job Description



<b>Job Title</b>	Schools and Colleges Liaison Officer
<b>School/Service</b>	UK Student Recruitment
<b>Grade</b>	F
<b>Responsible to</b>	Schools and Colleges Liaison Manager
<b>Responsible for</b>	N/A

### Job Purpose:

The Schools and College Liaison Officer helps grow the University's undergraduate market share from across the UK as part of the UK Student Recruitment (UKSR) team.

The role holder works 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. They account manage feeder schools and colleges, maintaining relationships with staff there to raise awareness of UCLan and its programmes, identifying opportunities, and reporting back to the Schools and Colleges Liaison Manager.

The Officer represents 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 means that the officer is required to work weekends and evenings and undertake regular travel regionally and nationally.

## **Main Duties and Responsibilities**

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 UCLan, 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



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<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>	<b>Measured By</b>
<b>Work Experience</b>	<p>Working in a role requiring the production of engaging and informative presentations and delivering these to young people.</p> <p>Working to support the delivery of events for different audiences.</p> <p>Working with external and internal customers and contacts with tact, diplomacy, and sensitivity to their individual needs.</p>	<p>Employed in a recruitment or widening access team within a Higher Education setting.</p> <p>Working knowledge of the UCAS application process.</p> <p>Working within an educational setting.</p>	Application / Interview
<b>Education/Qualifications</b>	Undergraduate degree		Application

<p><b>Skills/Abilities</b></p>	<p>Ability to work effectively as part of a team, working to deliver shared goals positively and collaboratively.</p> <p>Fluency in English, with excellent written and oral communications skills.</p> <p>Ability to plan and work to deadlines, both individually and as part of a team.</p> <p>Ability to work accurately and efficiently under pressure when working on multiple projects and deadlines, solving unforeseen problems along the way.</p> <p>Innovative, with ability to carry through creative ideas into practice.</p> <p>Working as a positive role model for a business or organisation.</p> <p>Understanding of the UK educational system, especially for post-16 study.</p> <p>Ability to use Microsoft Office, most especially including PowerPoint, Excel, and Teams.</p>	<p>Advanced project management skills.</p> <p>Experience of using a CRM system.</p> <p>Experience of monitoring quality for continual improvement.</p>	<p>Application / Interview</p>
<p><b>Other</b></p>	<p>Full UK driving licence.</p> <p>Willingness to learn and to be committed to a culture of continuous improvement and development.</p> <p>Willingness to work flexibly as the job role requires, including frequently working evenings and weekends, with occasional multiple-overnight stays away from home.</p>		<p>Application / Interview</p>