

Recruitment Conversion Manager - External Relations - Grade G

Job Description

Purpose

To develop and deliver tactical recruitment plans across our core audiences aiming to maximise opportunities for conversion. Also contribute to activity for the progression of current students and alumni to further study.

To demonstrate understanding of and sensitivity to issues relating to the cultural diversity of the communities in which we work.

Duties

1. To develop and implement enquirer and applicant conversion plans with a focus on the delivery of activity across online and physical channels such as virtual chats, social media and interactive web platforms, and on campus events.
2. To define and collaboratively develop recruitment tactics to maximise progression of current undergraduate students onto postgraduate study at UCLan.
3. To define and shape the content of our core undergraduate Offer Holder tactical activity, working closely with teams across External Relations, student services and academic faculties.
4. To work in collaboration with the UK Partnerships team to shape and deliver tactical activity to drive progression from partner provision on to level 6 and 7 provision on-campus.
5. To support the development and utilisation of the Unibuddy platform and CRM D365 for tactical activity and identify any new platforms on trend.
6. To organise and deliver a range of assets to support nurturing of leads and tactical conversion activity via different media/platforms fit for different audiences.
7. To develop and implement recruitment strategies and plans in consultation with Student Recruitment Managers and senior Recruitment and Marketing colleagues.
8. To develop a detailed understanding of our core undergraduate and postgraduate markets and competitor propositions to identify opportunities to drive conversion.
9. To share intelligence and expertise with other members of the UK Student Recruitment team, broader and School and Faculty colleagues to inform all aspects of student recruitment planning and delivery.

10. To manage and report on budgets for designated activities as above, ensuring funds are allocated effectively and are focussed on activities that produce results.
11. To produce metrics and reports based on the analysis of information and data and with recommendations for designated areas (as required).
12. To deputise for the Student Recruitment Manager -Conversion, as required.
13. To co-ordinate projects and groups involving colleagues from across UK Student Recruitment and across the University and to chair and minute meetings as required.
14. To ensure that the integrity of the University brand is upheld and to build affinity to the brand both externally and internally.
15. To represent UK Student Recruitment on internal and external groups as required.
16. To undertake other duties as determined by the Student Recruitment Manager -Conversion.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Substantial and recent experience of working in a high-pressured student recruitment environment (Application/Interview)
- Experience of tailoring core student recruitment activities and messages to audiences and/or specialisms (Application/Interview)
- Experience of developing robust relationships to achieve engagement and buy-in from key stakeholders (Application/Interview)
- Experience of marketing and communications tools and techniques including web, PR and social media (Application/Interview)
- Proven experience of managing effective relationships with a range of audiences (Application/Interview)
- Educated to degree level or equivalent professional experience. (Application)
- Robust and demonstrable knowledge and understanding of the HE sector and policy environment, and how this will impact student recruitment (Application/Interview)
- Proven organisational and project management skills(Application/Interview)
- Proven ability to identify opportunities through market research and competitor benchmarking and to execute tactics to maximise these opportunities. (Application/Interview)
- Manipulation of databases and understanding of customer relationship management systems (Application/Interview)
- Understanding of core student recruitment audiences and segmentation(Application/Interview)
- Ability to prioritise and schedule work to meet multiple deadlines (Application/Interview)

- Detailed understanding and experience of Office IT applications/packages. (Application/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)

- Knowledge and experience of working with CRM systems in a sales environment (Application/Interview)
- Degree in education or marketing (Application)
- Project management qualification (Application)