

# UK Student Recruitment Manager

## Job Description

### The Role

<b>Job title:</b>	UK Student Recruitment Manager
<b>Department:</b>	External Relations
<b>Responsible to:</b>	Head of Student Recruitment
<b>Location:</b>	Royal Agricultural University, Cirencester
<b>Salary:</b>	Grade 7 (£34,133 – £40,497 per annum)
<b>Term:</b>	Full time, permanent
<b>Responsible for:</b>	UK Student Recruitment Officer

**Relationships with:** RAU External Relations team; RAU academic staff; RAU partners, including senior teams in schools/colleges; school/college teaching staff and advisors; prospective students; parents/carers; student ambassadors; community members and organisations.

### Role Purpose

To support the Head of Student Recruitment in leading the University's UK student recruitment and conversion activities to maximise recruitment of undergraduate and postgraduate students.

The post-holder will line manage the UK Student Recruitment Officer and work collaboratively as part of the recruitment team alongside colleagues responsible for international recruitment, widening participation and outreach, as well as the wider External Relations directorate. As required, the post-holder will support the Director in helping to deliver the wide range of services delivered by External Relations.

It is expected they will take on the strategic oversight for key home UG & PG recruitment and conversion activities and events such as open days, offer holder events, and large-scale recruitment fairs, as well as being the first point of contact for the CRM (customer relationship management) system.

## Key Responsibilities

- 1.** Responsible for supporting the Head of Student Recruitment with strategic planning, targeting and innovation in recruitment and conversion activity to ensure maximum impact in alignment with the University's strategic priorities.
- 2.** Monitor and report on recruitment performance, market trends, and competitor activity. Including the analysis of recruitment data to inform strategy and improve conversion rates.
- 3.** Responsible for organising and delivering key Postgraduate recruitment and conversion events, including open days, offer holder, tours and webinars.
- 4.** Line manage and motivate the Student Recruitment Officer (UG) providing guidance, support and performance management.
- 5.** Oversee management of the CRM system and data-based campaigns, developing student prospects and monitoring the student journey to enhance recruitment capability. Train and support staff in CRM usage and best practices.
- 6.** Build and develop effective working relationships with staff and students within the RAU's schools and college liaison network whilst identifying new opportunities for collaboration, engagement and student recruitment.
- 7.** Lead on the External Relations support provided to a number of key profile-raising University events such as graduation and matriculation and international summer schools.
- 8.** Act as a point of contact for internal academic liaison to inform, guide and support the development of RAU subject specific activity to be incorporated into recruitment events.
- 9.** Deliver inspiring presentations to a range of audiences, including prospective students, parents/carers and teachers.
- 10.** Support the outreach officer with the delivery and evaluation of key outreach activities committed to in our Access and Participation Plan, including summer schools and community outreach targeted at under-represented groups.
- 11.** Attend recruitment and outreach events as required, and co-ordinate the attendance of staff and student representation as required, providing an approachable, informative and persuasive service that presents RAU key messages consistently.
- 12.** Ensure that all events comply with RAU's Safeguarding, Health and Safety and Risk Assessment policies and procedures.
- 13.** Assist in the recruitment and training of a team of Student Ambassadors to support recruitment and outreach activity, and supervise their work at events ensuring that standards of performance are maintained.

- 14.** Monitor ongoing expenditure to ensure that all activity is carried out with the agreed budget and is providing a suitable return on investment.
- 15.** Represent the University at internal and external committees, working groups, conferences and networks as appropriate with the grade of post, particularly relating to student recruitment.
- 16.** Implement a thorough evaluation strategy and monitor the effectiveness of all activities, providing quantitative and qualitative information to senior leaders to track performance and further develop activities and outcomes.
- 17.** Collate, analyse and interpret market research and sector trends in relation to student recruitment as directed and supported by the management team.
- 18.** Undertake such other reasonable responsibilities and tasks assigned by the Line Manager and Director of department, commensurate with the grade of post, in support of the department's recruitment activity and targets.
- 19.** Be willing to travel and able to deliver events across the UK and Ireland, including some evening and weekend work.

## General responsibilities:

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.

- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

## University Values

As a University we have chosen five values to underpin our learning community. These are the values which we will all work by and for which we want the RAU to be known. We are:

- Collaborative - we believe in the power of working together. We are stronger as a community of practice - inspiring each other, identifying shared goals, and providing reciprocal support leads to greater success.
- Open-Minded - we are receptive to new ideas and we value the diversity of experiences and skills. We are committed to listening to everyone across the RAU community.
- Resourceful - we adopt creative approaches to achieve our goals while setting higher standards, promoting professionalism and sustainability.
- Responsible - individually and collectively we take accountability for our actions working with integrity to achieve the highest ethical standards.
- Inclusive - we acknowledge the fundamental value and dignity of all individuals and are committed to maintaining an environment that seeks to eliminate all forms of discrimination and respects diverse traditions, heritages, and experiences.

## Person Specification

<b>Requirements</b> The post holder must be able to demonstrate:	<b>Essential or Desirable</b>	<b>Measured By</b> A) Application Form B) Interview C) Presentation
Educated to degree level or equivalent experience	E	A
Demonstrable experience of developing and implementing successful student recruitment strategies and delivering recruitment activities ideally within Higher Education	E	A, B, C
Understanding of school/college qualifications and developments in UK secondary education, FE and HE	E	A,B

<b>Requirements</b> The post holder must be able to demonstrate:	<b>Essential or Desirable</b>	<b>Measured By</b> A) Application Form B) Interview C) Presentation
Proven experience of managing staff with the ability to motivate and manage performance	E	A,B
Advanced knowledge of CRM systems, including training supporting users	E	A,B
Experience of events management, including planning, preparation, delivery and evaluation	E	A,B
Proven ability to work on own initiative, work well under pressure and be resilient in a challenging competitive higher education sector	E	A,B
Excellent communication and interpersonal skills	E	A,B,C
Excellent organisation and project management skills	E	A,B
Strong data processing and analytical skills with ability to recognise problems, consider wider implications and present conclusions and solutions	E	A,B
Experience of developing strong relationships and identifying new opportunities with a variety of internal and external stakeholders	E	A,B
Full UK driving licence or equivalent mobility	E	A,B
Willingness to travel across the UK and work occasional weekends and evenings. Including the setup of exhibition stands	E	A,B
Understanding of widening participation and a strong enthusiasm for improving access to HE	D	A,B
Understanding of school/college qualifications and developments in UK secondary education, FE and HE	D	A,B
Experience of creating promotional literature for online, print or social media	D	A,B
Experience of managing budgets	D	A,B
Experience of creating concise reports based on evaluation of statistical information and market research	D	A,B

- Due to the nature of this role, the post-holder will be required to undergo the satisfactory completion on an enhanced DBS check.

## Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website [www.rau.ac.uk](http://www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to [jobs@rau.ac.uk](mailto:jobs@rau.ac.uk) stating where you saw the advert for the role
- Informal enquiries can be made to Daniella Miles, Head of Student Recruitment:  
[Daniella.Miles@rau.ac.uk](mailto:Daniella.Miles@rau.ac.uk)
- **Closing date:** 31 August 2025 with **Interviews on:** 11 September 2025
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

**The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are underrepresented within the RAU at this level.**