

Student Recruitment Officer (UG)

Job Description

The Role

Job title:	Student Recruitment Officer (UG)
Department:	External Relations
Responsible to:	Head of Student Recruitment
Location:	Royal Agricultural University, Cirencester
Salary:	Grade 6 (£30,378 – £35,608 per annum)
Term:	Full time, permanent

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 maximise the University's recruitment of undergraduate and postgraduate students through the delivery of recruitment and conversion activities and strategies, and relationship building campaigns across the UK and Ireland. It is expected that the role will have particular responsibility for home UG recruitment and conversion activities, including open days, offer holder events, recruitment fairs and schools/colleges liaison.

The post-holder will be expected to build positive professional relationships with academic colleagues and professional services to ensure a proactive and creative approach to all the University's recruitment and outreach activities. The role will include a large amount of independent travel to deliver events across the UK and Ireland, including evening and weekend work.

Key Responsibilities

1. Responsible for the organisation, delivery and evaluation of a range of student recruitment and conversion events and campaigns to maximise student recruitment to the RAU, including:
 - On-campus e.g. open days, offer holder days, school visits, campus tours

- Off-campus e.g. recruitment fairs, school/college workshops;
 - Virtual e.g. webinars, online event platforms.
- 2.** Represent the University to prospective students and their influencers at a wide range of events across the UK, providing an approachable, informed and persuasive service that presents RAU key messages.
 - 3.** Act as the main point of contact for the extensive schedule of external recruitment events run by UCAS, UK Uni Search, Unifrog and any other companies across the UK. To oversee booking and attending events, organising staff attendance and coordinating deliveries with our logistics company.
 - 4.** 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.
 - 5.** Deliver inspiring presentations to a range of audiences, including prospective students, parents/carers and teachers.
 - 6.** Support the organisation and delivery of activities including bespoke campus tours, teacher and advisers' conferences and summer schools.
 - 7.** Use our CRM system to manage key events, create engaging communications and keep in touch with our key audiences.
 - 8.** Monitor and manage responses to prospective student enquires from student recruitment and outreach email inboxes.
 - 9.** Take responsibility for increasing lead generation at all events attended.
 - 10.** 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.
 - 11.** Where required represent the University at internal and external committees, working groups, conferences and collaborative networks as appropriate, in particular relating to student recruitment.
 - 12.** Ensure that all events comply with RAU's Safeguarding, Health and Safety and Risk Assessment policies and procedures.
 - 13.** Collate, analyse and interpret market research and sector trends as directed and supported by the management team.
 - 14.** Work with the wider External Relations team to support the delivery of marketing campaigns and the production of marketing materials that appeal to target groups.

- 15.** Undertake such other reasonable responsibilities and tasks assigned by the Line Manager and Director of department, commensurate with the grade of post.

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

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Presentation
Educated to degree level or equivalent experience	E	A
Experience of events management, including planning, preparation, delivery and evaluation	E	A,B,
Experience of student recruitment, outreach or admissions, ideally within a higher education setting	E	A,B,C
Excellent interpersonal and communication skills, both written and verbal	E	A,B,C
Competent in using Microsoft Office and CRM systems	E	A,B,
Excellent organisation and time management skills, including the ability to manage a large workload	E	A,B
Ability to work independently and as part of a team	E	A,B
Ability to analyse data and produce reports to inform recruitment strategies and decision making	E	A,B
Experience of developing strong relationships and identifying new opportunities with a variety of internal and external stakeholders	E	A,B
Willingness to travel across the UK and work occasional weekends and evenings. Including the setup of exhibition stands	E	A,B
Full UK driving licence or equivalent mobility	E	A, B

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Presentation
Experience working in a university or higher education environment with an understanding of the student recruitment cycle and UCAS process	D	A,B
Understanding of widening participation and a strong enthusiasm for improving access to HE	D	A,B
Have a creative approach to work with the ability to come up with innovative and interesting ideas to engage prospective students	D	A,B,
Experience of creating promotional literature for online and print collateral.	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 – 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 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
- **Closing date:** 31 August 2025 with **Interviews on:** 12 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.