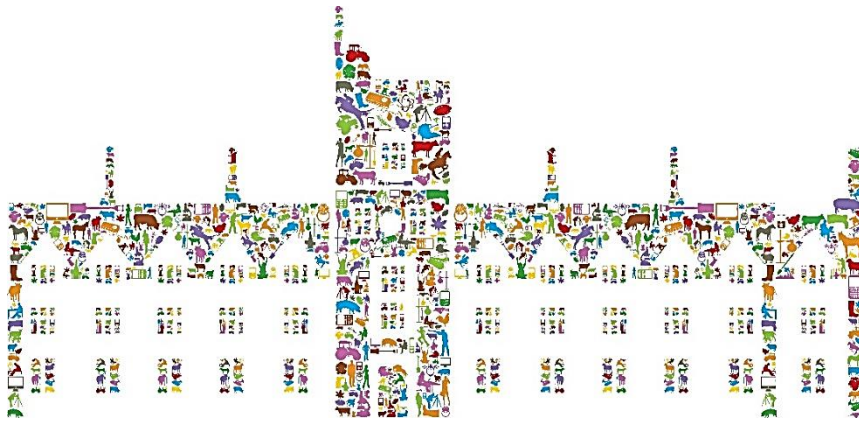


# Student Recruitment and Outreach Coordinator



## Introduction

The Royal Agricultural University (RAU) is going through a period of exciting and dynamic change. At the forefront of agricultural education since our foundation as the Royal Agricultural College in 1845, the University now has some 1,200 undergraduate students from over 45 different countries studying at our historic campus, set in 25 acres of magnificent grounds in the heart of the Cotswolds.

A full University since 2013, the RAU is an acknowledged leader in education and applied research relevant to the land-based industries notably agriculture, rural land management, property and the built environment, the food supply chain, agribusiness, countryside and environmental management and equine management and science.

## The Role

To attend and deliver student recruitment activities with prospective undergraduate and postgraduate students, to help them understand the value of study at the RAU and the opportunities available here. To support the design and delivery of key outreach and widening participation programmes targeting under-represented groups in higher education, for example mature students and students from care backgrounds.

The post-holder will work collaboratively as one of two Student Recruitment and Outreach Coordinators, whose roles will overlap and share responsibilities.

<b>Department:</b>	Marketing and Student Recruitment
<b>Salary:</b>	Grade 4: £19,612 - £23,067 p.a.
<b>Job details:</b>	Fixed Term for 12 months, full time (35 hours per week)
<b>Responsible to:</b>	Student Recruitment and Outreach Manager

**Relationships with:** RAU Marketing and Recruitment staff, RAU academic staff, student ambassadors, prospective students, parents/carers, schools/colleges, careers advisors, HE partners, suppliers.

### Key Responsibilities

- 1 Represent the RAU at appropriate and targeted external recruitment events; including UCAS events, careers exhibitions, aspiration raising days and recruitment fairs across the UK and Ireland.
- 2 Design and deliver inspiring presentations and workshops to a range of audiences, including prospective students and their parents/carers and teachers.
- 3 Plan and support visits of school and college students to the RAU campus and assist Marketing and Student Recruitment colleagues with events such as shows, open days, offer holder days and taster courses, giving tours of the University to prospective students and their parents as required.
- 4 Contribute to the evaluation and monitoring success of all activities, reporting on this information to the Associate Head of Recruitment and WP to track performance and further develop the effectiveness of activities.
- 5 Support the delivery of widening participation programmes including residentials, events for Looked After Children and mature learners.
- 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 recruitment.
- 7 Use relevant systems to capture student data at events and, where appropriate, work closely with colleagues to contribute to the effective management of enquiries from prospective students through to enrolment.
- 8 Assist with project managing a team of RAU student ambassadors including the recruitment and on-going training of these students.
- 9 Assist Marketing and Student Recruitment colleagues with the production of targeted promotional materials.
- 10 Provide administrative support for widening participation and student recruitment work.
- 11 Undertake such other reasonable responsibilities and tasks assigned by the Head of Department and Line Manager commensurate with the grade of post.
- 12 Be willing and able to deliver events across the UK and Ireland including some evening and weekend work.

### Person Specification

Requirements	Essential or Desirable	Measured By
The post holder must be able to demonstrate:		A) Application Form B) Interview C) Presentation
Educated to Degree level or equivalent	E	A
Enthusiastic about higher education and able to excite potential students about its possibilities	E	A,B,C

Excellent communication and presentation skills, written and verbal, with the ability to communicate confidently over the phone, via email and face to face	E	A,B,C
Excellent customer service, interpersonal and influencing skills	E	A,B,C
Strong organisation skills	E	A,B
Proactive in approach and able to use own initiative	E	A,B
A flexible approach with the ability to undertake frequent travel and the ability to set up exhibition stands	E	A,B
Understanding of school/college qualifications and developments in UK secondary education, FE and HE	D	A,B
An understanding of widening participation and a strong enthusiasm for improving access to HE	D	A,B
Creative and innovative approach to work with the ability to come up with innovative and interesting ideas to engage prospective students	D	A,B,C
Empathy and the ability to relate to young people	D	A,B
Experience of creating promotional literature for online, print or social media	D	A,B
Recent graduate of the Royal Agricultural University	D	A
Knowledge of the land-based sectors	D	A,B

### Special requirements

- The post holder will be required to regularly travel within the UK and be prepared to stay away overnight. Holding a full driving licence would be desirable.
- There will be a need for occasional work at weekends and evenings.
- Due to the nature of this role, the post-holder will be required to undergo the satisfactory completion of an enhanced DBS check.

### Benefits of Working with Us

We have over 200 dedicated employees who are proud to work for us. Whether our people are permanent, or join us for a few months, we genuinely take their health, wellbeing, and development seriously. We believe in investing in development and happiness at work and have a good range of benefits, a full list can be found here: <https://www.rau.ac.uk/about/jobs/benefits-working-us>

### Application Process

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

- A University [Professional Services 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
- 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) saying where you saw the advert for the role
- Immediate start available - applicants will be interviewed on an ongoing basis and the University reserves the right to close the vacancy once the position is filled.