

Student Recruitment and Outreach Officer



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 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. To lead the delivery and reporting of key Widening Participation programmes targeting under-represented groups in higher education, for example mature students and individuals from care backgrounds. To undertake project work in relation to the strategies of local National Collaborative Outreach Programmes (NCOPs) and the overall task of widening participation to higher education.

The post-holder will work collaboratively as one of three Student Recruitment and Outreach Officers. Whilst the three roles will overlap and share responsibilities, each Officer may have a key focus on particular initiatives in line with their experience/expertise.

Department: Marketing and Student Recruitment

Responsible to: Associate Head of Recruitment and WP

Location: Cirencester, Stroud Road Campus

Term: Permanent, full-time

Salary: Grade 6: £25,482 - £30,394 p.a. (appointment level will depend on experience)

Relationship 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 Responsible for designing, delivering, recording and monitoring the success of a range of recruitment and outreach activities with schools and colleges across the UK and Ireland.
- 2 Contribute to strategic planning, targeting and innovation in recruitment activity with schools and colleges to ensure maximum impact.
- 3 Main point of contact for internal academic liaison to inform, guide and support the development of RAU subject specific activity to be incorporated into recruitment and outreach programmes delivered to schools and colleges.
- 4 Plan, co-ordinate, deliver and report on a wide range of recruitment and outreach activities, on and off-campus, including: recruitment fairs, summer schools, subject enrichment activities and HE experience sessions including supporting events targeted at under-represented groups such as mature learners and looked after children.
- 5 Plan, co-ordinate, deliver and report on a wide range of postgraduate recruitment and outreach activities, on and off-campus, including: postgraduate fairs and events, postgraduate taster sessions and industry events.
- 6 Plan, co-ordinate, deliver and report on a wide range of conversion activities for UG and PG audiences, including: offer-holder days and communication campaigns.
- 7 Deliver inspiring presentations to a range of audiences, including prospective UG and PG students, parents/carers and teachers, and organise such activities as the annual Teachers' Advisors' Conference for partner schools and colleges; as well as internal progression events.
- 8 Support the Associate Head of Recruitment and WP in the writing of plans and monitoring returns for submission to the Office for Students, and preparation of action plans to ensure commitments set out in the Access and Participation Plan are met.
- 9 Implement a thorough evaluation strategy and monitor the effectiveness of all activities, providing quantitative and qualitative information to the Associate Head of Recruitment and WP and other senior leaders, to track performance and further develop activities and outcomes against benchmarks.
- 10 Attend recruitment and outreach events and co-ordinate the attendance of staff and student representation, as appropriate, to provide an approachable, informative and persuasive service that presents RAU key messages consistently.
- 11 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.
- 12 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 completion.
- 13 Represent the University at internal and external committees, working groups, conferences and collaborative networks as appropriate, in particular relating to student recruitment and widening participation.
- 14 Collate, analyse and interpret market research and sector trends as directed and supported by the Associate Head of Recruitment and WP.

- 15 Provide support and supervision as appropriate to Student Recruitment and Outreach Coordinators within the team.
- 16 Monitor on-going expenditure to ensure that all activity is carried out within the agreed budget and is providing a suitable return on investment.
- 17 Assist Marketing and Student Recruitment colleagues with the production of targeted promotional materials and smooth running of events including: shows and fairs, open days, offer holder days and taster courses.
- 18 Assist in the recruitment and training of a team of Student Ambassadors to support recruitment and outreach activity, and ensure standards of performance are maintained.
- 19 Undertake such other reasonable responsibilities and tasks assigned by the Head of Department and Line Manager commensurate with the grade of post.
- 20 Be willing and able to deliver events across the UK and Ireland including some evening and weekend work.

Person Specification

REQUIREMENTS The post holder must be able to demonstrate:	ESSENTIAL (E) or DESIRABLE (D) REQUIREMENTS	MEASURED BY: A) Application Form B) Interview C) Test / Exercise
Educated to Degree level or equivalent	E	A
Recent experience of student recruitment, widening participation or admissions ideally in a Higher Education environment	E	A,B
Excellent communication and presentation skills, written, verbal and interpersonal at all levels	E	A,B,C
Excellent customer service, interpersonal and influencing skills	E	A,B,C
Excellent organisation and project management skills, with the ability to work as part of a team and using own initiative	E	A,B
Strong data processing and analytical skills with ability to recognise problems, consider wider implications and present conclusions	E	A,B
A flexible approach with the ability to undertake frequent travel and the ability to set up exhibition stands	E	A,B
Experience of developing strong relationships and identifying new opportunities with a variety of internal and external stakeholders	E	A,B
Awareness of developments in UK secondary education, FE and HE	E	A,B
A detailed understanding of widening participation policy 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
Experience of managing budgets	D	A,B

REQUIREMENTS The post holder must be able to demonstrate:	ESSENTIAL (E) or DESIRABLE (D) REQUIREMENTS	MEASURED BY: A) Application Form B) Interview C) Test / Exercise
Experience of creating concise reports based on evaluation of statistical information and market research	D	A,B
Knowledge of the land-based sectors	D	A,B

Special requirements

- The post holder will be required to travel within the UK and be prepared to stay away overnight at key recruitment periods. 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.

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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 – 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 saying where you saw the advert for the role

Closing date: Sunday 30 June with **Interviews:** on Wednesday 10th, Thursday 11th and Friday 12th July 2019