

# JOB DESCRIPTION

<b>Vacancy reference:</b>	SRF41622
<b>Post Title:</b>	Student Recruitment and Access Officer (Colleges)
<b>Grade:</b>	Grade 6
<b>School/Department:</b>	Global Recruitment UK and Outreach (within Global Recruitment and Admissions)
<b>Reports to:</b>	Student Recruitment and Access Manager
<b>Responsible for:</b>	n/a

## Purpose

The Global Recruitment team (within Global Recruitment and Admissions) is responsible for the recruitment of undergraduates and postgraduates and for widening participation.

In this role you will be responsible for the project management and delivery of effective recruitment and outreach activity specifically targeted at increasing quality applications to the University of Reading from those in under-represented groups, with a focus on students currently in FE or dedicated sixth form colleges. Your role will offer information to prospective students in colleges about routes to higher education generally, and the University of Reading specifically, and will have a responsibility for the identification, development and promotion of activity to raise awareness of opportunities to access to University of Reading courses with alternative qualifications (to A levels and the IB).

You will work (with input from colleagues) to identify progression options to University of Reading courses from college provision, and will develop and deliver a range of talks and events (in person and digitally) to support awareness of these identified routes and our wider portfolio. You will also be required to work closely with teaching staff and advisers in colleges in identifying these progression routes and to increase understanding of the University of Reading course portfolio.

In addition, you will also act as the link officer for a number of University Schools taking responsibility for helping them deliver activity to meet recruitment and widening participation targets across their courses.

The role involves working at pace in a fast-moving environment; managing projects and resources; personally representing and 'selling' the University to potential students and their parents and teachers; and building and maintaining strong networks of internal and external stakeholders.

## Main duties and responsibilities

1. To develop and deliver the GRT UK programme of college engagement activity, including
  - a. Identifying potential progression pathways to University of Reading courses from college provision, working collaboratively with academic colleagues and staff in Admissions.
  - b. To develop and deliver a programme of IAG (information, advice and guidance) activity to support recruitment to the relevant areas from college students in-school talks and virtual (digital) activity.
  - c. To facilitate subject – based activities (taster sessions, talks and digital activity) to support recruitment to these subject areas from college students.
  - d. To develop and sustain relationships with teaching staff in colleges, identifying new opportunities to engage, including delivering a communication plan for college staff.

- e. To liaise with colleagues delivering recruitment and outreach activity in schools to ensure consistent messaging to all teaching staff and students in schools and colleges.
2. To represent the University at HE fairs and progression events in colleges
3. To act as a link within the Global Recruitment UK team for a sub-set of University Schools and Departments advising and supporting them on UK recruitment and outreach activity (primarily, but not exclusively, at undergraduate level). This will involve:
  - a. Understanding in depth the student number targets for the different schools/departments and the number and quality of applications likely to be needed to meet those targets
  - b. Understanding in depth the courses offered by your Schools and Departments.
  - c. Working closely (with the Business Partners) to advise how Global Recruitment UK can support and deliver aspects of the School or Department UK recruitment plan, and to give input into that plan
  - d. Devising and delivering activity that support recruitment to the relevant subject areas, including taster days, in-school talks and virtual activity.
  - e. Taking a shared role in developing new digital activity to engage pupils and teachers in the subject areas
  - f. Advising academic staff on how to make best use of recruitment and outreach activity, ensuring they achieve the best return on their investment of resource and support widening participation aims
4. To take a shared role as required in delivering the wider programme of UK recruitment and outreach activities as required. Events will include:
  - a. UCAS fairs
  - b. Open Days
  - c. Broader IAG sessions and talks in schools and colleges and online
5. To consistently use systems to record, report on and evaluate activity, most importantly the CRM system.
6. To meet targets and objectives in your area.
7. To work closely with colleagues supporting conversion and admissions, to share good practice and ensure a consistent experience for prospective students and applicants.
8. To act as a persuasive ambassador for the University of Reading, inspiring trust and confidence at all levels.
9. To undertake other duties as required by the line manager.

### **Supervision received**

Line managed by Student Recruitment and Access Manager

### **Supervision given**

Occasional ad-hoc supervision of student ambassadors, no formal line management responsibility

**Contact**

There will be contact with a wide range of people, both internal and external, including teachers and prospective students.

**Terms and conditions**

Evening and weekend work will sometimes be required, along with travel across the UK.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

**Date assessed: 23 May 2022**

<b>Job Title</b>		<b>School/Department</b>
<b>Student Recruitment and Access Officer</b>		<b>Global Recruitment UK</b>
<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
<b>Skills Required</b>	<ul style="list-style-type: none"> <li>• Outstanding interpersonal skills, including the ability to work with a wide range of people and to inspire trust and confidence</li> <li>• Strong presentation skills</li> <li>• Excellent project management and organisational skills</li> <li>• Strong numeracy, with the ability to work with data</li> <li>• Excellent written communication skills, including superb written accuracy</li> <li>• Strong IT skills, with excellent and proven working knowledge of Microsoft Office packages, especially MS Word, MS PowerPoint and MS Excel</li> </ul>	<ul style="list-style-type: none"> <li>• Proven ability to work with technical systems</li> </ul>
<b>Attainment</b>	<ul style="list-style-type: none"> <li>• A first degree or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Driving licence</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Demonstrable knowledge of the UK higher education sector and the student recruitment cycle</li> <li>• Demonstrable understanding and in depth knowledge UK tertiary education sector and FE college environment</li> <li>• Knowledge of broad range of Level 3 qualifications aside from A levels</li> </ul>	<ul style="list-style-type: none"> <li>• Wider knowledge of the secondary education sector</li> </ul>

	<ul style="list-style-type: none"> <li>• Understanding of the widening participation agenda in an HE setting</li> </ul>	
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working within a student recruitment, outreach role or similar</li> <li>• Experience working in or with the FE sector</li> <li>• Experience of managing and delivering projects</li> <li>• Experience of event organisation</li> <li>• Experience meeting strategic objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within a large and complex organisation</li> <li>• Experience of setting and delivering communication plans</li> <li>• Experience of producing resources for use online</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>• Highly motivated and proactive with a 'can-do' attitude and a high level of initiative and energy</li> <li>• Persuasive and inspiring, able to 'sell' the benefits of a University of Reading education externally and to lead change internally</li> <li>• Astute and incisive</li> <li>• Ability to build a wide range of strong working relationships</li> <li>• Adaptable and resilient through change</li> <li>• Flexibility to work evenings and weekends where necessary and to undertake travel within the UK</li> </ul>	

Completed by: R South	Date: 02 Aug 2019
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