

JOB DESCRIPTION

Vacancy reference:	SRF29166
Post Title:	Applicant Engagement Officer
Grade:	Grade 6
School/Department:	Admissions and Conversion Team, Global Recruitment and Admissions
Reports to:	Senior Applicant Engagement Manager
Responsible for:	Not applicable

Purpose

The role holder will take a lead role in creating and delivering a wide variety of initiatives aimed at engaging with current applicants to the University across foundation, pre-sessional, undergraduate and postgraduate levels of study with particular focus on undergraduate and foundation levels. These initiatives will form a key part of the University's conversion campaign which aims to deliver advice, guidance and information about study programmes, facilities, opportunities and experience of studying at the University of Reading through a variety of activities and media in order to encourage offer holders to enrol at the University (including but not limited to email campaigns, applicant visit days, calling campaigns, online content and social media).

Main duties and responsibilities

Under the direction of a Senior Applicant Engagement Manager:

- To project manage and develop a number of specific conversion and applicant engagement initiatives aimed at our offer holders (for instance calling campaigns, applicant visit days, emails, chat platforms etc.)
- To develop content to aid the conversion of offer holders to become enrolled students at the University.
- To assess the information and support needs of offer holders, including through direct engagement with current students and/or applicants (focus groups/survey work) and through consultation with appropriate teaching and administrative staff.
- Working closely with colleagues across the University to prepare communications and content, using appropriate tone, voice and imagery.
- To create a timeline for relevant content to be communicated to applicants in line with their information and support needs, as well as to capitalise on recruitment opportunities/deadlines.
- To implement agreed activities, accessing the skills and knowledge of appropriate colleagues from across the University as required, in order to deliver the optimum experience for applicants.
- To support colleagues in coordinating and/or implementing local conversion activities, ensuring that applicants receive a coordinated and timely flow of communication.
- To support the sharing of best practice in conversion across the University including through direct work with colleagues in academic departments – proof reading, suggesting positive additional/amendments/timing to content – and through contributing to the content on the (internal) conversion website.
- To act as a main point of contact for a wide range of academic administrative colleagues on planned conversion activity, using information from all possible sources to inform, develop and enhance future activities. Within this role, it is essential that the trust of colleagues is gained through close liaison.

- To ensure, through efficient administration and/or effective communication with others, that the delivery of conversion activities meets reasonable expectations of accuracy, timeliness and quality.
- To produce reports for relevant groups and draft papers for relevant committees and decision-making bodies on progress with the development and implementation of activities, highlighting both success and issues to the Senior Applicant Engagement Manager and the Director of Global Recruitment and Admissions as appropriate and proposing solutions to respond to them wherever possible.
- To contribute to the work of the Applicant Engagement Team (fully committed to fairness and transparency) through sharing of information and expertise proactively and for the benefit of the team and through developing a full understanding of admissions processes, procedures and policies.
- To take an active role in relevant events such as Visit Days, Calling Campaigns, A-level results processing, Clearing, Open Days, etc.
- During key periods for conversion of applicants, some weekend and evening work will be required.
- To promote and work to realise the aims and objectives of the Applicant Engagement Team and its role within the University.
- To lead by example in striving for the highest levels of customer service and for operational excellence at all levels within the team, welcoming suggestions and input.
- Engage in continued professional development, not only through attendance at recognised training events but also through proactively seeking other opportunities.
- Promote a positive working environment for all members of the Applicant Engagement Team.
- Other activities (including small-scale project work) as directed by the Senior Applicant Engagement Manager or the Director of Global Recruitment and Admissions.

Supervision received

The Senior Applicant Engagement Manager will provide support, advice and mentoring through one-to-one and group meetings as well as ad hoc interactions. Priorities for conversion and applicant engagement will be set by the Director of Global Recruitment and Admissions (in line with the University strategy) with the Senior Applicant Engagement Manager leading on defined areas. As a professional member of the team, the post-holder will be expected to make day-to-day judgments on workload without detailed oversight. Regular meetings will be held to discuss workload, current and foreseeable issues arising in the performance of duties and on-going support and professional development requirements.

Contact

The post will involve regular contact and liaison with members of staff in departments (both academic and administrative), with other staff in Global Recruitment and Admissions and Marketing, Communication and Engagement and with prospective students and their advisors/supporters from around the world. Some interaction with external stakeholders would also be expected (and would be directed by a Senior Applicant Engagement Manager or the Director of Global Recruitment and Admissions).

Terms and conditions

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: 02/05/2019

PERSON SPECIFICATION

Job Title	School/Department
Applicant Engagement Officer	Applicant Engagement Team, Global Recruitment and Admissions

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Proven ability to write for a variety of audiences and media (online, hard-copy etc.) • Proven ability to engage with colleagues and applicants clearly, persuasively and with confidence • Strong interpersonal and communication skills, including collaborative working • Excellent organisation and administrative skills, with strong attention to detail and the ability to prioritise own workload • Able to use IT systems and software appropriate to the role including strong database skills 	<ul style="list-style-type: none"> • Confidence with data, including production and presentation of data and information for different audiences • Ability to create digital content for the web using a content management system (CMS)
Attainment	<ul style="list-style-type: none"> • Excellent standard of written and spoken English • Educated to degree level or equivalent experience 	<ul style="list-style-type: none"> • Continued professional development
Knowledge	<ul style="list-style-type: none"> • Knowledge of the student applicant journey at a UK Higher Education institution 	<ul style="list-style-type: none"> • Knowledge of qualifications undertaken in the UK and internationally • Understanding of the importance of fairness and transparency in admissions

Relevant Experience	<ul style="list-style-type: none"> • Experience within customer-facing role or in preparing materials for use by customers • Experience in planning, developing and delivering communication plans aligned with institutional guidelines/policies and in liaison with a wide range of stakeholders 	<ul style="list-style-type: none"> • Experience in project management • Experience in admissions or student recruitment in Higher Education • Experience of using SITS student records system • Experience of using Customer Relations Management (CRM) systems • Experience of developing communication content for international and/or young audiences
Disposition	<ul style="list-style-type: none"> • Demonstrable interest in admissions and student recruitment to higher education • A positive approach and a desire to find workable solutions to issues • Enthusiasm for working in a collaborative setting/good team player • Willing to take responsibility and/or to take a lead when appropriate • Interest in undertaking training and to apply the acquired knowledge/skills • Dedication to operational excellence and the highest levels of customer service • Flexible attitude to work 	

Completed by: Beth Reed	Date: 02 May 2019
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