

## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Applicant Engagement Adviser</b>
<b>Ref no:</b>	<b>MKG486</b>
<b>Campus:</b>	<b>Hendon</b>
<b>School/Service:</b>	<b>Marketing</b>
<b>Grade:</b>	<b>4</b>
<b>Starting Salary:</b>	<b>£28,442 per annum inclusive of Outer London Weighting</b>
<b>Hours:</b>	<b>35.5 hours per week, actual daily hours by arrangement</b>
<b>Period:</b>	<b>12 months Fixed-Term Contract</b>
<b>Reporting to:</b>	<b>Applicant Engagement Team Leader</b>

### **Overall Purpose:**

*The post-holder is responsible for providing an excellent standard of front-line service to all enquirers, prospective students and their influencers (parents, supporters and teachers), providing a welcoming, positive, supporting and knowledgeable approach, supporting University recruitment efforts. The post holder will act as the initial point of contact on a range of issues relating to application processes and procedures, utilising all communication channels, e.g. face-to-face, phone, e-mail and digital. They will work towards positive resolutions and ensure that all enquirers and applicants are provided with appropriate information and advice, and are supported and nurtured along their journey to university study. They will deliver a positive impression of Middlesex University through all interactions.*

### **Principal Duties:**

- Providing the excellent customer service and assistance required by prospective students from the first point of enquiry until enrolment, ensuring prospective students feel actively engaged with Middlesex University.
- Advising individual applicants on their programme choices, alternatives and next steps of relevant admissions processes across all study pathways (Undergraduate, Postgraduate, Pre-Accreditation, CPD, Research, Apprenticeship).
- Providing advice during main University recruitment events, both internal and external and online/in- person, and activities aimed at prospective students (Open Days, Postgraduate Open Evenings, Applicant Days, HE Fairs, Advisory presentations/workshops and sessions in schools etc.).
- Supporting the delivery of content to ensure prospective students and applicants can self-serve information to support their decision making and receive proactive updates across their journey to higher education, including across CRM email communications, web content and social media.
- Determining the most effective resolution to queries and assisting prospective students directly, or referring their issues and request to Admissions Operations or other teams for resolution.
- Tracking follow-up referrals and resolutions, ensuring all applicant issues and requests are resolved promptly.

- Logging all enquiries to ensure a clear record of prospective student communication is built, and that this communication record is used to assist the students with query resolution, ensuring previous queries and communication are acknowledged and built upon.
- Preparing and providing relevant information required by applicants at all stages of their journey, and especially where further context is required (e.g. to identify fee status, undertake criminal records checks etc.)
- Keeping up to date with qualifications for entrance to Higher Education, relevant procedures and policies.
- Contributing to the administration and support of interviews, auditions and portfolio assessment processes.
- Utilising systems for prospective student and applicant engagement, following appropriate training, to resolve queries including:  
E-mail (Outlook / Radius/ Gecko), Phone, Gecko Live Chat, Social Media platforms, Gecko online form builder, Student administrative database (MISIS), Applicant/ Agent Portal, UCAS weblink and other systems and software as appropriate internally and externally
- Inputting relevant information on University systems, ensuring that speedy resolutions are achieved, and applicant records are complete and maintained appropriately.
- Supporting the University's confirmation, clearing and enrolment operations.
- Providing a point of knowledge on University Admissions policies and processes to provide appropriate advice to interested parties, both external and internal.
- Liaise with relevant internal stakeholders (from both MU Professional Services and Academic Departments) to exchange information, ideas and developments related to Admissions policies and procedures.
- Attend and contribute to meetings, team briefings, projects and committees as appropriate.

**Other:**

- Any other duties required by the Applicant Engagement Team Leaders, Manager or Head of Prospect Experience which are commensurate with the grade of the post.
- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.
- The post holder will actively follow Middlesex University policies including Equality & Diversity policies.
- The post holder will carry out all duties in accordance with the University's vision and values
- The post holder will ensure compliance with the Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate. Take personal responsibility for all personal data within out working environment.

## PERSON SPECIFICATION

**Job Title: Applicant Engagement Adviser**

**Your supporting statement on your application form will be assessed to see how you meet each of the following criteria**

### **SELECTION CRITERIA:**

#### **Essential**

Knowledge, Education and Skills:

- Qualifications of at least an A-Level or equivalent
- Experience of working in a fast-paced customer service role
- Experience of using databases and email
- High level of competence in ICT applications
- An ability to prioritise own workload and work in a fast-paced environment
- Excellent communication skills (both verbal and written) combined with friendly personality
- Commitment to providing excellent customer service (speedy, efficient and of high quality) and assisting University prospects throughout their journey
- Experience of work requiring close attention to detail
- Discretion, tact and the ability to maintain confidentiality.
- Be able to adapt to changing circumstances

#### **Desirable**

- At least one year's experience of working in HE in an admissions/recruitment role
- Detailed understanding of target audience needs and expectations
- Understanding of UCAS and other admissions systems
- Experience using and understanding CRM systems
- Experience of resolution of queries and content generation across social media platforms
- Knowledge of UK and International HE system, entry requirements, related policies and procedures

#### **Equality Diversity and Inclusion**

Demonstrable commitment to fairness and the principles of equality and inclusion.

#### **M U Services Limited**

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

## Fixed Term Contract

This temporary appointment is for the following allowable reason:

- The demand for this work is uncertain at the moment and it is unclear whether this post/work will be required long term

Therefore, this appointment has a defined end date.

If you are applying as an internal candidate to do the temporary post as a secondment please discuss this with your line manager first and read our [Secondment Guidelines](#).

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**Annual Leave:** 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

**Flexibility:** Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

### **Parking at Hendon campus**

There are currently *Regular Parking Permits and Pre-Paid Parking options* available to new joiners. Further details are available on the Travel and transport page on the staff intranet. *Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.*

### **Information for Disabled Staff**

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

### **Public Transport**

Our Hendon Campus is well served by public transport with buses, London underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL ([www.tfl.gov.uk](http://www.tfl.gov.uk)) and have a look at our directions and location to help plan your travel: <http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

**We value diversity and strive to create a fairer, more equitable work environment for our staff and students.**

**We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.**

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

## **What Happens Next?**

**If you wish to apply for this post please return to the portal and click on Apply Online.**

If you wish to discuss the job in further detail please contact Malathi Kanapathy, Head of Prospect and Applicant Engagement, via email at [m.kanapathy@mdx.ac.uk](mailto:m.kanapathy@mdx.ac.uk)