

### **JOB DESCRIPTION**

<b>Job title:</b>	UK Recruitment and Outreach Officer
<b>Ref no:</b>	MKG502
<b>Campus:</b>	Hendon
<b>School/Service:</b>	Student Recruitment, Marketing and Communications
<b>Grade:</b>	G6
<b>Starting salary:</b>	£37,357 per annum rising to £42,653 incrementally each year inclusive of Outer London Weighting
<b>Hours:</b>	35.5 hours per week, actual daily hours by arrangement
<b>Period:</b>	Permanent
<b>Reporting to:</b>	UK Recruitment and Outreach Manager

#### **Overall purpose**

The primary purpose of this role is to increase student recruitment to the University. The postholder will work with the UK Recruitment and Outreach Manager to input to the development and planning of activities and services aimed at generating leads, applications and enrolments.

A particular priority of the role will be developing relationships with schools and colleges, identifying their needs, developing and delivering activities to support those needs. This will involve going in to schools and colleges and delivering activity on site, as well as delivery on the University campus. The Officer will be responsible for meeting recruitment and outreach targets including ensuring that the University Access and Participation Plan commitments are delivered.

#### **Key responsibilities**

##### **Education liaison and outreach**

1. Develop mutually beneficial relationships with schools and colleges, across all age groups, including initiating new relationships.
2. Develop and deliver a programme of engaging events and activities which deliver new leads, applications and enrolments to the University.
3. Design and deliver inspiring and engaging presentations to potential students, teachers and advisors, which effectively promote the University.
4. Pro-actively work to ensure activity is targeted at effectively reach, those target groups identified within the Access and Participation Plan.
5. Attend school and college events to represent the University.

##### **Student recruitment**

6. Active participation in student recruitment events, on and off campus, including UCAS fairs, undergraduate and postgraduate Open Days, taking assigned lead responsibilities as and when required.
7. Work with marketing and communications colleagues to pro-actively develop creative content and marketing materials and to ensure the promotion of all education liaison and outreach work.
8. Proactively utilise social media in creative ways to raise the profile and reach of the work in this area, working collaboratively with other relevant colleagues in the department.

9. To work with the UK Recruitment and Outreach Manager and the events team to develop recruitment activities to support postgraduate recruitment. This may include building relationships with local employers and developing activities and sessions to support their needs.

#### General

10. To ensure the collection of data related to attendance and engagement at events and activities, including lead generation where that is possible.
11. To collect and feedback market insight which may be gathered while working with schools and colleges.
12. To understand the recruitment history and potential of the schools and colleges we're engaging with and to use this, in combination with experience of school engagement, to advise the Manager on future potential.
13. Provide line management to UK Recruitment & Outreach Coordinators, including managing performance, support and development of individual objectives as well as directing allocation of work.
14. To manage the work of Student Ambassadors who may be assigned to work with you on activities.

#### Additional requirements

15. As this role will require significant on-site delivery, either at the University campus or within schools or colleges, the postholder will need to be available to physically attend across five days per week.
16. Due to the annual recruitment cycle there are key times of the year when annual leave will not be allowed and presence on campus will be expected. These are: Open days, offer holder days, first two weeks of Clearing in August.
17. As student recruitment is a national activity all staff within the department are expected to support with attendance at student recruitment events, this may involve travel and occasional overnight stays.
18. This post will also require evening and weekend working as the demand is determined by the partners we work with.
19. A full enhanced DBS check will be required.

## **PERSON SPECIFICATION**

**Job title:** UK Recruitment and Outreach Officer

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

### **SELECTION CRITERIA**

#### Essential

- Educated to degree level or equivalent relevant experience.
- Experience of working with schools and colleges.
- Evidence of strong relationship building skills.
- Evidence of excellent communication skills, both written and verbal.
- Experience of and ability to, deliver professional presentations to a wide variety of audiences.
- Experience of working with young people, particularly 11-18, including delivering activities to inspire and excite.
- Knowledge of the current challenges in higher education student recruitment.
- Excellent interpersonal skills, able to deal confidently with people at all levels.

#### Desirable

- Experience of working in a student recruitment role in the higher education sector.
- Experience of working with employers in a higher education context.
- Knowledge of UK higher education recruitment and admissions processes, including qualification frameworks.
- Strong networking skills.

## **Terms and Conditions**

### **Diversity**

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.

### **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.

### **MU 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. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise.

Staff will remain with their current employer, unless they move to an academic or academic related role.

#### **Annual Leave**

30 days per annum plus eight Bank Holidays and seven University Days taken at Christmas.

#### **Travel to Hendon Campus**

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.

#### **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 map to help plan your travel: <http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

#### **Parking**

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.

#### **Parking 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.

#### **DBS Certificate**

This post is exempt from the Rehabilitation of Offenders Act 1974 and requires a Disclosure and Barring Service certificate. You are therefore required to disclose details of any criminal record. ALL criminal convictions, cautions, reprimands or final warnings, even if they would otherwise be regarded as spent under this Act must be disclosed, as well as any other information that may have a bearing on your suitability for the post, including pending prosecutions. The University will apply for a DBS certificate before your appointment is confirmed.

#### **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 Lucia Byrne, Education Liaison and Outreach Manager at [l.byrne@mdx.ac.uk](mailto:l.byrne@mdx.ac.uk)