

Candidate Brief

Student Recruitment and Marketing Officer (1 year fixed term contract, maternity cover)

Reference: R180545

Salary: £26,243 - £31,302 per annum

Contract Type: Fixed term

Basis: Full time

Closing Date: 23.59 GMT on 3 January 2019

EXCELLENT
DIFFERENT
DISTINCTIVE
ASTON



Job description

Admissions, Recruitment and Outreach

The Admissions, Recruitment and Outreach department comprises of four front facing dynamic teams whose responsibilities are to meet recruitment and conversion targets as well as wider government set targets. The department has strong links with key external stakeholders, as well as fruitful relationships with all departments across the University.

The team has a high performance culture and would welcome applications from forward thinking, innovative and driven applicants who demonstrate a strong commitment to Aston University's ethos and values.

Main Duties/Responsibilities:

To lead the development of relationships between Aston University and schools and colleges. You will be responsible for implementing an agreed strategy to grow applications but also build relationships with key stakeholders including prospective students, head teachers, school staff and parents.

You will also work closely with internal and external stakeholders to design and develop a variety of on campus events.

- ▶ Organise three pre-application Open Days at the University each attracting over 3,000 visitors. The post holder will also take responsibility for ensuring Open Day feedback is collated and shared with relevant colleagues.
- ▶ Lead recruitment activity for a targeted cohort of stakeholders by region. Attending and co-ordinating recruitment events nationally with some limited international travel if necessary.
- ▶ Organise the Annual Teachers' and Advisers Conference attracting 200+ visitors from Schools and Colleges from across the UK.
- ▶ Assist with the organisation of Applicant Visit Days.
- ▶ Create, enhance and maintain links with targeted schools, colleges and careers services.
- ▶ Co-ordinate with central marketing the preparation of marketing materials for student recruitment and outreach activities for our key stakeholders and assist with the development of Open Day promotional materials.
- ▶ Support with the development of the team's communication plans, copy writing and proof reading.
- ▶ Manage the mailings and communications to our key stakeholders to inform them of events and developments at Aston and across the sector, and encourage them to take up the services we offer.
- ▶ Contribute to Aston University's Access Agreement OFFA targets.
- ▶ Manage and maintain data for activity including feedback, student data records and stakeholder data.
- ▶ Report on activity associated with link partners and projects.
- ▶ Represent Aston University at key stakeholder meetings and forums as appropriate.
- ▶ Manage stocks of Undergraduate prospectuses stored on site and at third party distributors, ensuring these are sent to UCAS exhibitions and school fair as required.
- ▶ To ensure University Health and Safety procedures are followed by members of SRO.
- ▶ Fulfil any other duties as appropriate to the role.

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

Person specification

	Essential	Method of assessment
Education and qualifications	<p>Educated to degree level or have an equivalent qualification</p> <p>DBS clearance</p>	Application form
Experience	<p>Previous experience working within 13-19 education, further education or higher education</p> <p>Experience of working in a student recruitment, outreach or widening participation environment.</p> <p>Experience of managing, organising and delivering large scale projects</p> <p>In relationship building with partner schools/colleges</p> <p>Experience of targeting, monitoring and evaluation for higher education events.</p> <p>Experience of providing information, advice and guidance within a HE context to promote higher education pathways to prospective students</p> <p>Experience of meeting targets</p> <p>Confident public speaker with experience of delivering presentations and programmes to a wide range of audiences</p> <p>Experience in producing marketing materials.</p>	Application form and interview
Aptitude and skills	<p>Excellent administrative, organisations and time management skills</p> <p>Excellent communication skills and the ability to engage with a wide variety of audiences, through presentations, reports and publications and build relationships at all levels</p> <p>High level of IT proficiency, particularly with Microsoft Office</p> <p>Knowledge and understanding of the UCAS admissions and student finance processes</p> <p>An understanding of working with young people and vulnerable adults and issues relating to safeguarding</p> <p>Able to work productively and flexibly as part of a small team</p>	Application form and interview

	Essential	Method of assessment
	<p>Able to work independently</p> <p>Must be able to work interactively with young people in a classroom environment</p> <p>Flexibility to work evenings and occasional weekends</p>	

	Desirable	Method of assessment
Education and qualifications	A professional or postgraduate qualification in marketing or education.	Application form and interview
Experience	<p>Experience of managing budgets.</p> <p>Experience of working across complex organisations and dealing with people at all levels of seniority</p> <p>Experience of producing communication plans and/or the ability to copy write/proof read.</p> <p>Knowledge of issues facing the UK higher education sector.</p> <p>Knowledge and understanding of recruitment issues and challenges.</p> <p>Able to effectively monitor and evaluate projects.</p>	Application form and interview
Aptitude and skills	<p>Experience of website management, social media and digital knowledge.</p> <p>It will be necessary to schedule annual leave around key/busy periods which generally arise during clearing/September and March</p> <p>Possession of full UK driving licence and willingness to drive for the University around the UK</p>	Application form and interview

How to apply

You can apply for this role online via our website www.aston.ac.uk/jobs. Applications should be submitted by 23.59pm on the advertised closing date. All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted. If you require a manual application form then please contact the Recruitment Team via recruitment@aston.ac.uk.

Contact Information

Enquiries about the vacancy:

Name: Rebecca Joyce

Job Title: Head of Student Recruitment and Outreach

Tel: 0121 204 4794

Email: r.joyce@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@aston.ac.uk or 0121 204 4500.

Additional Information

Visit our website www.aston.ac.uk/hr for full details of our salary scales and benefits Aston University staff enjoy

Salary Scales: <http://www.aston.ac.uk/staff/hr/payroll-pensions-and-benefits/salary-scales/>

Benefits: <http://www.aston.ac.uk/staff/hr/payroll-pensions-and-benefits/>

Working in Birmingham: <http://www.aston.ac.uk/birmingham/city-living/>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK: Candidates who are not citizens of the United Kingdom, or another EEA member country, should check their eligibility to enter or remain the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English language standards. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful

Equal Opportunities: Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

Data Protection Act 1998: Your personal data will be processed in compliance with the DPA and from 25 May 2018 with the GDPR. The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <http://www.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.



Full details of our terms and conditions of service and associated policies and procedures are available online at www.aston.ac.uk/hr

