

## JOB DESCRIPTION

**Title:** Student Recruitment Outreach Officer

**Vacancy Reference:** 51780

**Contract type/Hours/FTE:** Full Time (37 hours, 1.0 FTE), Maternity Cover, fixed term.

**Grade/Salary:** Grade 5 / £31,236 - £34,610 per annum

**Location:** Carmarthen or Swansea base

**Reporting to:** Student Recruitment Outreach Manager

**Disclosure and Barring Service:** This post, due to its nature, duties and responsibilities, will be subject to an “Enhanced” Disclosure and Barring Service (DBS) check.

## MAIN PURPOSE OF POST

The Student Recruitment Outreach Officer is responsible for delivering of the University’s recruitment and outreach activities, to enable the achievement of student recruitment targets. The role also supports the delivery of the Widening Access Plan and the requirements of the Reaching Wider partnership.

The Student Recruitment Outreach Officer will be expected to build and maintain relationships with schools and colleges in order to maximise recruitment. They will develop positive professional relationships with colleagues in the academic Institutes and professional services to ensure a proactive and creative approach to all the University’s recruitment and outreach activities.

This post will involve significant independent travel to attend events and other activities that may be required as a part of the student recruitment, outreach and widening access activities of the University.

The Student Recruitment Outreach Officer’s primary location will be in either Carmarthen or Swansea. However, the post holder will also be required to ensure an on-campus presence across all UWTSD campuses and will provide advice and guidance to marketing staff and academics across all locations.

## MAIN DUTIES

- Deliver plans to increase the volume of enquiries needed to meet and exceed student recruitment targets.
- Take an active role in the delivery of the University’s flagship events such as UCAS Fairs, residentials, masterclasses and experience days, ensuring the effective promotion of such events.
- Actively participate in and deliver presentations to prospective students at outreach events to promote the University and its courses.
- Actively develop relationships with schools and colleges to enable UWTSD to deliver talks and advice. (Ability to present and deliver through the medium of Welsh would be advantageous)
- Assist with specified campus-based projects (including Open days), project planning and coordinating cross-functional staff to ensure effective, timely delivery and a positive visitor experience.
- Work with academic teams to ensure that student recruitment plans are closely connected to subject-level recruitment targets.
- Be prepared to work flexibly, with regular events in the evening and at weekends.

- Any other duties required to support the effective attainment of recruitment targets, as directed by the line manager.

## GENERAL DUTIES

- Fulfill all relevant Health and Safety responsibilities
- Adhere to all relevant University policies and procedures
- Adapt to change and have an ability to acquire new and relevant skills and knowledge by taking appropriate responsibility for own personal and professional development
- Support and promote the University's sustainability commitment and carry out duties in an ethical and responsible manner
- Operate within the University's agreed Welsh Language Standards

**NB** This job description currently applies but duties may be allocated from time to time, which are appropriate to the grade and post and which are not of a substantial ongoing nature to affect the grading of the post.

| PERSON SPECIFICATION                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                         |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                         | Essential                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Desirable                                                                                                                                               |
| <b>Education and qualifications</b>     | a) A degree level qualification or equivalent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | (o) Professional qualification in marketing or another related field                                                                                    |
| <b>Experience, knowledge and skills</b> | b) Previous experience of working in a student recruitment environment or similar<br>c) Ability to give excellent presentations to a variety of audiences<br>d) Ability to command a classroom environment<br>e) Good working knowledge of University course entry requirements, application procedures and support services<br>f) Possess good interpersonal and communication skills with the ability to communicate effectively at all levels<br>g) Ability to demonstrate effective organisational skills<br>h) Ability to apply attention to detail<br>i) Excellent IT skills | (p) Previous experience of working in Higher Education<br><br>(q) Ability to communicate at a high level through the medium of Welsh – oral and written |
| <b>Other requirements</b>               | j) Able to work as part of a team, in partnership with others, and unsupervised<br>k) Recognises the need for and demonstrates appropriate confidentiality<br>l) Able and prepared to work flexibly, including travel between campuses and other locations when required.<br>m) Demonstrates a clear commitment to the University's bilingual ethos                                                                                                                                                                                                                                |                                                                                                                                                         |

***It is in your own interest that you are explicit in your application about how you meet the stated criteria. You are encouraged to provide relevant and explicit examples, (obtained from the workplace, voluntary or community work or any other appropriate situation) so that the short-listing panel is able to clearly identify where your knowledge, and experience matches the criteria identified in the post.***