

Job Description

Job title	Education Liaison Officer
School/Service	Student Recruitment and Admissions
Normal Workbase	Stoke
Tenure	Temporary up to 12 months
Grade/Salary	Grade 5
FTE	1.0 FTE
Date prepared	November 2019

Job Purpose

To increase undergraduate income stream through engagement with targeted UK schools and colleges, with the specific task of delivering applications and enrolments through business development activity including events, presentations and negotiation.

An annual programme of tasks and targets will be set in order to ensure applications are converted to successful enrolment.

Relationships

Reporting to: Education Liaison Manager

Responsible for: Not applicable

Main Activities

- To work proactively in the promotion of Staffordshire University to prospective students, teachers, parents/carers, tutors and higher education advisors across the UK, managing key contacts within a CRM system
- To work with Education Liaison Manager in delivering an annual plan of recruitment activity within a targeted group. To meet set targets through maintaining existing relationships and identifying and creating potential new customers and business opportunities
- To work proactively developing and delivering tailored programmes of activities for key schools and colleges both on and off campus in order to maximise the income potential and highlight new opportunities
- Preparing and delivering presentations, workshops and events to promote Higher Education, specifically Staffordshire University
- To deliver IAG at recruitment events, both on and off campus recruitment events, notably Open Days, UCAS Events, Careers Events and Fairs
- Preparing and delivering presentations to promote Higher Education, specifically Staffordshire University

- To establish and nurture a network of key education contacts. To work proactively developing and delivering tailored programmes of activities for key schools and colleges both on and off campus
- To produce evaluation reports on activity and targets on a monthly basis utilising CRM
- To liaise with tutors and advisors in schools and colleges, building relationships and networking, to raise awareness of the University's provision and to encourage progression, application and enrolment
- To assist with the delivery of progression agreements, applications and enrolment by managing the target group of schools and colleges
- To liaise with the University's faculties and services regarding the feedback from recruitment activities and other recruitment initiatives
- To work closely with Admissions and Marketing Teams to share best practice and resource allocations to meet specific operational and strategy needs
- To project manage a range of recruitment initiatives
- To perform any reasonable duties within Student Recruitment and Admissions

Special Conditions

This post is exempted under the Rehabilitation of Offenders Act 1974 and as such, appointment will be subject to the University being satisfied with the outcome of an enhanced check of criminal records via the Disclosure and Barring Service (DBS). The successful applicant will be required to disclose all reprimands, warnings, cautions and convictions that are not 'protected' as defined by the *Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2013*. Certain spent reprimands, warnings, convictions and cautions are 'protected' and as such are not required to be disclosed. Any such protected offences cannot be taken into account, when making recruitment and suitability decisions.

The role holder will be required to travel between sites from time to time in a cost effective manner, which may be through the use of a car.

To be committed to working with the University to further improve the carbon footprint/environmental issues.

Professional Development

The organisation is keen to support staff in achieving high standards and will expect continuous professional development to ensure up to date knowledge and technical skills in related areas.

Variation to Job Description

The employer reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

If you are successful in being appointed to a professional support role at Grades 1-6, you will be employed by Staffordshire University Services Limited (SUS Ltd).

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which provides professional support staff to undertake various roles and responsibilities associated with grades 1 to 6 on the Staffordshire University pay scale. You'll work alongside, and under the direction of colleagues, within the University's Schools and Services in the delivery of our University Plan and supporting KPIs. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.

Informal Discussion

Should you wish to discuss this vacancy informally before making an application please contact: Donna Copley 01782 292707

Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

Please note that the University will not consider a Curriculum Vitae attached in support of your application and will not use this document in the shortlisting process. Consequently, we would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.

The closing date is midnight on 16th December 2019

For information, interviews will be held on 6th January 2020