



Person Specification

The qualifications, experience, knowledge, skills and personal qualities outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which a decision to appoint will be made. Criteria marked 'A' will be the main criteria against which your application will be shortlisted so please ensure that you provide evidence of how you meet the shortlisting criteria in your application. You may accompany your application with additional information including a CV if wished.

Job Title: International Conversion and Agent Liaison Officer
School/Service/Institute: International Office

Selection Criteria Description	<i>Essential Or Desirable</i>	<i>Application and/or Interview</i>
Educated to degree level (or equivalent qualification / work experience)	E	A
Exceptional verbal and written communications, and confident to spend lots of time using the telephone to speak directly to enquirers and applicants to maximise applications and enrolments.	E	A/I
Understanding and experience of Higher Education focussed student recruitment conversion activity, or similar, with the ability to create effective internal and external relationships to contribute to team targets	E	A/I
Ability to interpret data as an aid to planning, targeting and monitoring impact and trends, and to produce clear reports of findings for others within the team	E	A/I
Exceptional organisational skills and a methodical approach to dealing with tasks and priorities, and able to work using own initiative.	E	A/I
Outstanding attention to detail and complete accuracy when following processes and procedures	E	A/I
Willing to work occasional evenings and weekends to meet the requirements of the role	E	I
Experience of using a CRM (Customer Relationship Management) System to manage organisational relationships and contact information effectively. Analysis and reporting of information within the system (dashboards, contact and enquiry management)	D	A/I
Ability to converse in a language other than English	D	I
Familiarity with Microsoft Dynamics and Power BI	D	I
Understanding of GDPR legislation in relation to applicant and enquirer data management.	D	I
An understanding of the University's strategy and values, with the ability to demonstrate behaviours that align to the values	E	I

***Key**

[A] Application form

To be assessed against the information provided in the relevant steps of the application form and the evidence required under Section 4, 'Supporting Statements'

[I] Interview

To be assessed during the interview process including selection tests or presentation, as appropriate