



Job Description

Job Title	Schools & Colleges Liaison Officer
School/Service/Institute	Student Recruitment, Admissions & Partnerships
Normal Workbase	Stoke
Tenure	Temporary 9 Months (Maternity Leave)
Grade/Salary	Grade 6
FTE/Hours	1.0 FTE

Job Purpose

- To support the implementation of Staffordshire University's UK recruitment strategy across the University and with key external stakeholders in Schools and Colleges
- 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.

Relationships

Reporting to: I Head of Schools Liaison

Responsible for: No formal line management responsibility but oversees involvement and work of Student Ambassadors as required

Main Activities

- To be responsible for developing student recruitment and engagement plans for designated regions and School and College accounts within those regions
- Oversee the account management of Schools and Colleges within your region(s), liaising with internal stakeholders and key contacts and decision-makers within those accounts to develop tailored student recruitment and engagement plans.
- 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
- Generate prospective student leads and monitor recruitment KPIs throughout the cycle, tracking conversion rates and adjusting tactical plans as appropriate.
- To meet set targets through maintaining existing relationships and identifying and

creating new customers and business opportunities.

- 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
- Ensuring that the Staffordshire University brand and key messages are promoted within your school and college accounts, including development and dissemination of marketing collateral, delivering presentations and coordinating recruitment initiatives.
- Represent the university at recruitment events, delivering IAG, both on and off campus recruitment events, notably at Open Days, UCAS Events, Careers Events and Fairs
- Ensure effective data capture throughout all activities delivered, utilising Staffordshire University's CRM system.
- Produce evaluation reports on activity and against targets on a monthly and annual basis, demonstrating the impact of your engagements on student recruitment.
- 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 Schools 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
- Project manage recruitment initiatives spanning the wider Schools Liaison team and Recruitment function - for example, leading on mature student or parent/influencer initiatives.
- To undertake appropriate professional development and mandatory training activities as identified or required (See Professional Development section).
- The role holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy

Special Conditions

The postholder will be required to travel and represent the University in the UK.

There will be a need for the postholder to work occasional weekends to cover marketing and recruitment activities.

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.

Professional Development

The University will support and encourage the postholder to engage in continuous professional development activities through the YOURCareer@Staffs framework. This framework supports postholders to identify appropriate development opportunities. Continuing Professional Development (CPD) activity will be recognised by a bi-annual Performance and Development Review (PDR) discussion.

Variation to Job Description

The University 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

The postholder will be employed by Staffordshire University Services Limited. Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which recruits and provides both academic and professional support staff to the University. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.

Application Procedure

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

We ask that all applicants ensure that they have provided comprehensive information under each criterion in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.

The University will use anonymous application forms for this role; however, we recognise that applicants may want to include additional information. If you choose to upload any supporting documents that contain identifiable data, your application will no longer be considered anonymous.

Guidance for Disclosure Applicants

Please note that, if offered this position, the appointment procedure requires an Enhanced level of Disclosure with the Disclosure & Barring Service (DBS) as detailed above in the enclosed job description.

Enhanced Disclosures are for posts that involve a significant degree of contact with children or vulnerable adults. In general the type of work will involve regularly caring for, supervising, training or being in sole charge of such people.

A Disclosure is a document containing information held by the police and government departments. It can be used by employers to make safer recruitment decisions and is provided by the Disclosure & Barring Service (DBS), an executive agency of the Home Office. Disclosures will provide details of a person's criminal record including relevant cautions, convictions, reprimands and warnings held on the Police National Computer (PNC). Depending on the level of Disclosure it might also contain information held by government departments and local police forces.

In applying for a Disclosure the successful applicant will be provided with the relevant form and guidance notes supplied by DBS. The form must be completed and returned to Human Resources & Organisational Development together with various **original** documents confirming identity (full details will be provided at the time). 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 completed Disclosure application form will be countersigned and forwarded to the DBS by Human Resources & Organisational Development.

The DBS will then undertake the necessary checks with the Police and other relevant authorities.

After all checks have been carried out, the DBS will send the Disclosure directly to the applicant, which will list any details obtained from those checks. This Disclosure must be presented to the School/Service to be scrutinised- details of whom this document must be presented to will be given at the time. In the event of the DBS check highlighting information held on any of the databases accessed, it may be necessary for a meeting to be convened with the successful applicant in order for an informed decision to be made as to whether or not this affects the offer of appointment. The final decision as to whether appointment can proceed will be made by the Director of Human Resources.

Policy Statement on the Recruitment and Employment of Ex-Offenders

Background

The first priority of Staffordshire University and Staffordshire University Services Limited is the safety and welfare of children and vulnerable adults in our care, who use the services of the University or come into contact with members of the University and associated companies. We intend to achieve this by exercising rigour and vigilance in employment-making; criminal record Disclosures are central to this.

Recipients of criminal record Disclosures must duly comply with the DBS Code of Practice as well as the University's policies and procedures. Disclosure information will be treated as sensitive personal data; recipients will follow the University's data protection and criminal record checking procedure when handling Disclosure information. The organisation will treat all applicants fairly judging people's criminal records on merit, in accordance with the law and in relation to the responsibilities of the post in question. The University and Staffordshire University Services Limited will not subject anyone who discloses a criminal record to unfair treatment on the basis of convictions, subject to relevant legislation and reasonable judgement.

Policy Statement

- As an organisation using the Disclosure & Barring Service (DBS) Disclosure service to assess applicants' suitability for positions of trust, Staffordshire University Services Limited complies fully with the DBS Code of Practice and undertakes to treat all applicants for positions fairly. It undertakes not to discriminate unfairly against any subject of a Disclosure on the basis of a conviction or other information revealed
- Staffordshire University Services Limited and the University is committed to the fair treatment of its staff, potential staff or users of its services, regardless of gender, race, nationality, religion or belief, disability, age, sexual orientation or trades union activity or offending background
- We have a written policy on the employment of ex-offenders which is available on the University's website
- We actively promote equality of opportunity for all with the right mix of talent, skills and potential and welcome applications from a wide range of candidates, including those with criminal records. We select all candidates for interview based on their skills, qualifications and experience
- A Disclosure is only requested after a thorough risk assessment has indicated that one is both proportionate and relevant to the position concerned. For those positions where a Disclosure is required, all job advertisements and job descriptions will contain a statement that a disclosure will be requested in the event of the individual being offered the position
- Where a Disclosure is to form part of the recruitment process, we encourage all applicants called for interview to provide details of their criminal record at an early stage in the application process. We request that this information is sent under separate, confidential cover, to Human Resources & Organisational Development at Staffordshire University, and we guarantee that this information will only be seen by those who need to see it as part of the recruitment process
- Disclosure is required for 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

- We ensure that those in the organisation who are involved in the recruitment process have been suitably trained to identify and assess the relevance and circumstances of the offences. We also ensure that they have received appropriate training and guidance in the relevant legislation relating to the employment of ex-offenders
- At interview, or in a separate discussion, we ensure that an open and measured discussion takes place on the subject of any offences or other matter that might be relevant to the position. Failure to reveal information that is directly relevant to the position sought could lead to a withdrawal of an offer of employment
- We make every subject of a DBS Disclosure aware of the existence of the DBS Code of Practice and make a copy available on request
- We undertake to discuss any matter revealed in a Disclosure with the person seeking the position before withdrawing a conditional offer of employment
- Having a criminal record is not necessarily a bar to working with us; this will depend on the nature of the position, the circumstances and background of offences.