

Job Description



Job Title:	External Liaison Officer
School/Service:	Student Recruitment
Grade:	F
Responsible to:	Student Recruitment Manager
Job Purpose:	
<p>The purpose of this role is to develop and deliver effective and successful strategies for recruitment by organising, delivering and participating in both on and off campus events and activities designed to provide information, advice and guidance to potential students and their influencers about the UCLan offer.</p> <p>The range of activities delivered will include both undergraduate and postgraduate provision and events and activities will be both corporate and UCLan School-specific.</p>	
Main Duties and Responsibilities:	
<ol style="list-style-type: none"> 1. To work collaboratively with academic contacts and peers to produce comprehensive and effective recruitment plans and strategies to meet student recruitment targets and objectives. 2. To contribute to research and development of working knowledge of the area including key stakeholders, feeder schools and colleges and other key organisations 3. To design, organise and deliver recruitment events to meet objectives. This will involve a broad range of interventions for example, recruitment fairs and exhibitions, school based careers conventions and delivery of pre and post 16 activities to support recruitment. 4. To produce interactive and engaging resource materials for both recruiting students and raising the profile of the UCLan brand across a range of audiences (UG/PG etc). 5. To brief and plan both internal and external suppliers of events and activities to meet individual project/activity objectives. 6. To source and provide information, advice and guidance for potential students, their parents, teachers, employers, careers advisers and other influencers through face-to-face, telephone, e-contact, and group presentations. 7. To ensure that robust processes are followed to capture potential student data for ongoing tracking and monitoring purposes (UG/PG/Degree Apprentices). 8. To provide weekly/monthly activity reports demonstrating evaluation of impact and progress against recruitment targets and event/ project evaluation reports. 9. To use a range of software and reporting tools to review and analyse statistical data related to recruitment to identify trends, new opportunities and to ensure value for money taking into account customer feedback and needs. 10. To ensure that Health & Safety processes are deployed during activity sessions and risk assessment requirements are upheld by self, others and participants. 11. To contribute to and on occasions lead projects and groups involving colleagues from across Marketing and across the University. To minute meetings as required. 12. To accurately record event and activity information on the University's CRM Software (Achiever) to enable informative management information to be generated to inform development of activities and plans. 	

13. To support internal UCLan Schools by working collaboratively with the Schools' Marketing Team to develop plans and activities to support their engagement with external feeder Schools/Colleges.
14. To ensure high standards of delivery by self and others in all aspects of work. To ensure high standards of customer service to both internal and external stakeholders.
15. To attend mandatory training programmes and meetings as determined by the role requirements.
16. To contribute to the development and improvement of key business processes and to support these processes to ensure efficient and effective delivery of activities.
17. To ensure that the integrity of the University brand is upheld and to build affinity to the brand both externally and internally.
18. To contribute to all aspects of the Student Recruitment team's activities and to stand in temporarily for absent colleagues as required.
19. To undertake other duties as determined by the Head of Student Recruitment and those who deputise in their absence.

Signed:

Date:

Person Specification



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School/Service:	UK Student Recruitment
Grade:	F

Attributes	Essential	Desirable	Measured By
Work Experience	Significant experience of working within a Higher Education Environment with responsibility for engaging with potential students and their influencers and developing and delivering events.	Working knowledge of a range of educational sectors, including pre and post 16 environments	Application Form & Interview
	Working knowledge of the UK educational system and an understanding of the Higher Education application process.	Experience of working with a Student Recruitment environment in the Further Education or Higher Education	Application Form & Interview
	Experience of working with a wide range of age groups, cultures and socio economic backgrounds.	Community based work, either voluntary or paid	Application Form & Interview
	Experience of work based learning that demonstrates the ability to handle both internal and external customers and contacts with tact, diplomacy and sensitivity to their individual needs.		Application Form & Interview
	Experience of working within an environment, team or organisation responsible for implementing and monitoring aspects of quality and customer experience.	Supervisory experience	Application Form & Interview
Education/Qualifications	Honours Degree or equivalent experiential learning.		Application Form & Interview
Skills/Abilities	Ability to use Microsoft Office including extensive knowledge of Excel and Access.	Experience of working in PRINCE2 or similar project management environment Experience of Achiever CRM system or other Customer Relationship Management systems	Application Form & Interview
	Ability to plan and work to deadlines and be able to solve problems and issues spontaneously when the job role demands.		Application Form & Interview
	Experience in event planning, management and delivery.		Application Form & Interview

	To work accurately and efficiently under pressure when working on multiple projects and deadlines.		Application Form & Interview
	Ability to be innovative and carry through creative ideas into practice working on your own initiative or as a member of a team.		Application Form & Interview
Other	Excellent forward planning and organisational skills.		Application Form & Interview
	Excellent oral & written communication skills with the ability to work effectively as part of a range of project teams.		Application Form & Interview
	Willingness to learn and to be committed to a culture of continuous improvement of self and colleagues.		Application Form & Interview
	Highly personable, outgoing and be able to motivate, enthuse and show tolerance and understanding of individuals needs and preferences.		Application Form & Interview
	To be a professional, positive role model for UCLan at all times.		Interview
	Current clean driving licence.		Application Form
	Ability to work flexibly as the job role requires and to meet business needs. This is likely to require working outside normal working hours and overnight stays away from home.		Application Form & Interview
	An understanding of and demonstrable commitment to the University's Values of Common Sense, Compassion, Teamwork, Attention to Detail and Trust, as a framework for decisions, actions and behaviours.		Application Form & Interview