### JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Schools and Colleges Liaison Officer</th>
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<tr>
<td>Department / Unit</td>
<td>Directorate of Marketing and Communications</td>
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<tr>
<td>Job type</td>
<td>Professional Services</td>
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<tr>
<td>Grade</td>
<td>6</td>
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<tr>
<td>Reports to</td>
<td>Schools and Colleges Liaison Manager</td>
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#### Purpose of the Post

Schools and Colleges Liaison Officers are responsible for the organisation and delivery of innovative and high-quality support to prospective students from a range of backgrounds.

The post holder will be required to identify external partners such as schools, colleges, and educational organisations in the third sector, and build supportive relationships to assist with the recruitment and conversion of students from all backgrounds onto Royal Holloway degree programmes.

#### Key Tasks

1. Promoting Royal Holloway both on and off-campus by organising, delivering and evaluating a variety of recruitment, outreach and conversion activities, designed to increase the number of applications and enrolments to the College.

2. Contributing to the development and implementation of a programme of imaginative, relevant and targeted activities and events designed to raise awareness of the opportunities to study at Royal Holloway and UK universities in general, in line with Royal Holloway's strategic student recruitment objectives and its OFFA Access Agreement.

3. To identify and manage relationships with individual schools and colleges within specified target areas.

4. Managing and developing a network of key contacts in designated target schools and other educational organisations in support of Royal Holloway's recruitment and outreach activities.

5. Preparing and delivering engaging presentations and workshops for a variety of stakeholders including prospective students, applicants and other key stakeholders in the student recruitment process and coordinating the relevant literature and promotion of these to schools and their students.

6. Attending recruitment fairs in schools and colleges, and UCAS conventions, providing accurate information on the College and its courses to prospective students.
7. Keeping actively informed of trends and developments in secondary and vocational education in the UK and providing suggestions as to what activities and resources Royal Holloway could offer in response to these.

8. Contributing to the development of the schools and advisers web pages and social media channels through the development of engaging and relevant copy and online resources for teachers and advisers.

9. Acting as an adviser to our academic departments where appropriate, providing professional advice on schools-focused recruitment and outreach activities including the appropriate targeting, delivery and evaluation of activities.

10. Implementing specific conversion initiatives for applicants, including online activities and pre-arrival activities.

11. Assisting with the running of on-campus events including Open Days, Applicant Visit Days and high-profile inward visits, as required.

12. Providing input into the development of the Student Ambassador scheme.

13. Reviewing the effectiveness of individual activities on an on-going basis in line with set evaluation processes and criteria, and reporting these as part of the annual review and monitoring process.

14. Any other duties as required by the line manager that are commensurate with the grade.

As the needs of the College change so the above job profile, duties and location of the role within the Faculty of the College will be adjusted accordingly.

The successful applicant will be required to pass a Disclosure and Barring Service check.