Job Title: Schools & Colleges Liaison Manager

Department / Unit: Marketing and Communications

Job type: Professional Services

Grade: 7

Accountable to: Head of UK Recruitment (Education)

Accountable for: Schools and Colleges Liaison Officers and Assistant Schools and Colleges Liaison Officers

Purpose of the Post

The UK Recruitment (Education) team is responsible for developing and implementing effective programmes that raise the profile and promote the reputation of Royal Holloway within the UK.

The Schools & Colleges Liaison Manager provides support to the Head of UK Recruitment (Education) in the planning, delivery and evaluation of off-campus recruitment events and activities including school and college events, UCAS conventions and other HE fairs and teacher, parent and other stakeholder events. The role will ensure that all, schools liaison and widening participation activity, with key partner schools and colleges, fulfils the strategic objectives in line with Royal Holloway’s student recruitment objectives and its OFFA Access Agreement.

The post holder should be able to demonstrate excellent communication, public speaking and organisational skills and should be able to inspire enthusiasm in audiences. They should have detailed knowledge of the UK Higher Education system and of internal and external stakeholders in relation to recruitment.

Key Tasks

1. Developing and implementing student recruitment plans for specified market segments in line with departmental policies and taking into consideration wider institutional and departmental student recruitment targets and objectives. The specific annual plans this post will have responsibility for will include:
   - stakeholder plans outlining activities, communications and online resources for teachers, advisers and parents;
   - engagement plans for geographical target regions in the UK, including tactics to make the most of existing activity in those regions, development of new relationships with education providers and one-to-one and online activities for prospective students and applicants;
- Development of annual timelines for the promotion of Royal Holloway’s offering to schools and colleges across a range of communication channels.

2. Planning, promoting and delivering a package of recruitment activities and events designed to raise the awareness of opportunities to study at Royal Holloway and in Higher Education generally, involving devising tailored activities and proactively targeting relevant institutions, prospective students and stakeholders.

3. Developing and championing methods of evaluation and feedback for schools and colleges liaison activity and the gathering of relevant learner information for follow-up and evaluation take place.

4. Facilitating networking opportunities for stakeholders and the gathering of intelligence on suitable activities for schools and stakeholders.

5. Preparing and delivering engaging presentations for a variety of stakeholders and providing one-to-one counselling to prospective students and their advisors.

6. Reviewing the effectiveness of individual recruitment activities and Royal Holloway’s wider offering to schools and colleges on an on-going basis in line with set evaluation criteria, making recommendations for and implementing necessary changes to ensure maximum impact and value for money.

7. Line manage and co-ordinate schools and colleges liaison officers and assistant schools and colleges liaison officers activities. Manage the team diary of activities and all administrative functions giving day to day direction and guidance where necessary.

8. In liaison with colleagues developing web pages and promotional materials to raise awareness of Royal Holloway’s activities and resources for teachers and advisers, and to ensure that all activities delivered are promoted and publicised as effectively as possible.

9. Analysing internal, regional and national data and intelligence to inform recommendations on the programme of external recruitment events, such as UCAS conventions, which Royal Holloway should attend to maximise its enquiry base.

10. Developing and managing an effective network of contacts in schools, further education and other learning environments, partner institutions, funding bodies and amongst Royal Holloway alumni and other stakeholders to support to promote and support recruitment activities.

11. Undertaking targeted online recruitment activities, such as webinars, Virtual Open Days and social media activities to support recruitment in line with the Conversion Plan for Enquirers and Applicants and together with colleagues in the Recruitment Campaigns team.

12. Working closely with colleagues dealing with EU and overseas recruitment, to share good practice and ensure a consistent approach in relation to the offering to schools and stakeholders.

13. Assisting with the delivery of on-campus recruitment events including Open Days and Applicant Visit Days.
14. Providing expertise in schools and colleges liaison activities and disseminating market intelligence and market trends throughout the Directorate and to academic departments, remaining aware of competitor activity through targeted observations, professional networks and reports.

15. Assisting with special projects as appropriate.

16. Any other duties as required by the line manager, Assistant Directors, Director that are commensurate with the grade.

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

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.