### JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Student Recruitment Co-Ordinator (Events)</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<tr>
<td>Job type:</td>
<td>Full time, permanent position</td>
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<tr>
<td>Grade:</td>
<td>5</td>
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<tr>
<td>Accountable to:</td>
<td>Student Recruitment Events Manager</td>
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<tr>
<td>Accountable for:</td>
<td>N/A</td>
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#### Purpose of the Post

The Recruitment Events team is one of four areas within the Student Recruitment section of the Directorate of Marketing and Communications. All areas work together to attract high quality students to Royal Holloway's undergraduate and postgraduate courses. The Student Recruitment Events team has responsibility for the planning and delivery of all recruitment focussed events including its flagship Open Days, Applicant Visit Days and on-campus Outreach Events. They work to ensure that all events are delivered to the highest standard and deliver maximum impact amongst prospective students, applicants and wider stakeholders.

The post holder will work as one of two Student Recruitment Events Coordinators who both take the lead on and support a range of student recruitment focussed events, working closely with the Student Recruitment Events Manager. They will contribute fresh and innovative ideas to the events, ensuring the successful delivery of these, and coordinate arrangements for the wider event. They will also coordinate aspects of the Student Ambassador scheme, ensuring it delivers the highest quality and value for money.

#### Key Tasks

- Taking responsibility for specific logistical arrangements relating to on-campus recruitment and conversion events, including room and hospitality bookings, registration processes, technical support and liaison with external and internal suppliers and service providers

- Coordinating all aspects of the set-up of on-campus events, including the coordination of appropriate signage, relevant promotional collateral and equipment, liaising with Professional Service areas across the College as appropriate

- Ensuring appropriate allocation of student ambassadors at events, and coordinating the work of those ambassadors at large scale events
Maintaining and contributing to the development of specific webpages and online initiatives relating to on-campus events and providing input into engaging follow-up campaigns for events

Managing bookings for on-campus recruitment and conversion events and making recommendations for alterations to events and programmes based on demand

Working with the Student Recruitment Manager (Events) on the advancement of a training and development plan for the Student Ambassador Scheme; providing input into the plan and coordinating the delivery of training events for the ambassadors

Assist the Student Recruitment Administrative Officer with the selection of Student Ambassadors to the Student Ambassador scheme, including liaison with Internal Communications on the promotion of the scheme, the maintenance and development of the application form/process and the coordination of the assessment days

Supporting the Postgraduate Student Recruitment Manager in the delivery of on and off-campus events focussed at postgraduate prospective students and applicants, including promotional events in central London

Collating feedback on student recruitment events and making recommendations to the Student Recruitment Manager (Events) and Postgraduate Recruitment Manager for refinement of these

Developing and inputting on new wider initiatives to promote Royal Holloway to potential students and their advisors, including leading on specific activities in Royal Holloway’s Enquiry & Applicant Conversion campaigns

Contributing to the development of presentations and workshops, delivering these on and off-campus, and attending education exhibitions within the UK where required

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

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.

Internal and external relationships

The following list is not exhaustive but the post holder will be required to liaise with: