JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Assistant Schools and Colleges Liaison Officer</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<tr>
<td>Grade:</td>
<td>RHUL 5</td>
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<tr>
<td>Accountable to:</td>
<td>Schools and Colleges Liaison Manager</td>
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<tr>
<td>Accountable for:</td>
<td>N/A</td>
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**Purpose of the Post**

The student recruitment section of the Directorate of Marketing and Communications combines the areas of UK, international student recruitment and Widening Participation. The post of Assistant Schools and Colleges Liaison Officer is located in the UK Student Recruitment (Education) team, however works across the wider Directorate on student recruitment activities.

Whilst the post is primarily an outward facing student recruitment role, there will be the need to assist with the administrative aspects of the team from time to time as well as supporting the Schools and Colleges Liaison Officers.

**Key Tasks**

1. Representing Royal Holloway at higher education fairs, UCAS Fairs and a range of student recruitment events ensuring that relevant and correct information is shared with prospective students with a view to increasing applications to Royal Holloway’s programmes.

2. Maintaining links and effective relationships with schools, colleges and other stakeholders through visits, talks, presentations and other communications.

3. Evaluate the effectiveness of these links with a view to maximising recruitment opportunities in target schools.

4. Target schools to include those in the three regions that the schools team focus upon (SW, SE and London) as well as target Widening Participation (WP) schools with a view to raising aspirations for WP students by providing accurate and detailed information to suit the audience.

5. Assist in preparing and executing a strategy for WP schools including communications and activities.

6. Work with the Schools and Colleges Liaison Manager to develop and execute a strategy for developing schools team offering to pre-16 students, namely Years 10 and 11.
7. Adapting pre-prepared presentations to suit the target audience and delivering these presentations to a variety of audiences including school and college students and on occasion teachers and parents.

8. Working on ad-hoc projects as the need arises, for example, rebranding of a presentation, data analysis, specific alumni and teacher and parent events.

9. Creatively contribute to the relevance of presentations in particular ensuring that the content is current and appropriate for the target audience and fit for purpose.

10. Supporting the Schools and Colleges Liaison Officers in delivering projects and activities throughout the year, for example, active involvement in the summer universities and campus visits.

11. Travelling within the UK to support recruitment activities, and working unsocial hours (evenings and weekends) as required.

12. Supporting and contributing to WP and admissions activity in line with the strategic objectives of the College, the requirements of fair access and fair admissions, and Office for Students (OFS) milestones and targets.

13. Providing input into and supporting the evaluation of activities carried out through a variety of pre-determined methods.

14. Assisting with the delivery of on campus recruitment events including Open Days and Applicant Visit Days.

15. Providing administrative support as required to the Schools and Colleges Liaison Team in delivering projects and activities throughout the year.

16. Giving input to the development of processes and systems used by the schools team including suggesting improvements to existing systems and forms.

17. Liaison with other College departments and functions with regard to schools team activities to ensure that all relevant personnel remain informed and aware of events and activities.

18. Adhere to the College values and stay informed of the College strategy and other news that may affect the higher education sector.

19. Any other duties as required by the Schools and Colleges Liaison Manager and Head of Student Recruitment (UK) that are commensurate with the grade.
**Other Duties**

On occasion the role requires the need to work unsocial hours during the evening and weekends, as such it important that the post holder has a valid driving licence and access to their own vehicle.

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.

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