JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Senior 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>Grade:</td>
<td>RHUL 6</td>
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<tr>
<td>Accountable to:</td>
<td>Student Recruitment Manager (Events)</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. The Student Recruitment Events team support the University’s strategic objectives relating to student recruitment. The 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.

The role of the Senior Student Recruitment Co-ordinator (Events) is to ensure, along with the team that, all events are delivered to the highest standard and deliver maximum impact amongst prospective students, applicants and wider stakeholders.

The fundamental role of the senior coordinator is to be the main interface between the events team and professional service colleagues as well as leading on all aspects of the operational event delivery, during the setup, running and pack down of events. The senior coordinator provides delivery leadership on the implementation of the evaluation framework, ensuring all events are effectively analysed for continuous improvement and measured against agreed benchmarks from the Head of SR Events. This post also provides supervisory support to the events coordinator and acts as cover for the events manager as necessary.

The post holder will work closely with the Student Recruitment Events Manager and Student Recruitment Events Coordinator, contributing fresh and innovative ideas to the events, ensuring the successful delivery of these, and coordinate arrangements for the wider event.

Occasional weekend and evening working will be required.

Key Tasks
1. Develop, implement and evaluate the agreed student recruitment evaluation framework for all recruitment events. Monitoring the conversion rates for events outside of the Open Days and AVDs and reporting these to the relevant academic departments. Make recommendations to the Student Recruitment Events Manager and Postgraduate Recruitment Manager based on this analysis.

2. Be responsible for overseeing the effective communication between all professional service colleagues for all events. Evaluate how these colleagues can best support these events, including implementing engaging and interactive elements for all stands, project managing this through the marketing manager and design studio.

3. 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.

4. Owning the management and refinement of all student recruitment events related web pages. 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.

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

6. Supporting the Postgraduate Student Recruitment Manager in the delivery of on and off-campus events focused at postgraduate prospective students and applicants, including promotional events in central London. Leading on the organisation and delivery of all Postgraduate visits afternoons.

7. 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.

8. 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.

9. 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.

10. Manage effectively requests for equipment and ensuring accurate and timely stock takes for all SR events owned literature and stock. Monitoring the inboxes for equipment loans, events and taster days, alongside the events coordinator. Being accountable for ensuring all literature is up to date and liaising with marketing managers to ensure all material is CMA compliant.

11. Contributing to the development of presentations and workshops, delivering these on and off-campus, and attending education exhibitions within the UK where required.
12. 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.