



JOB DESCRIPTION

Job Title:	Schools and Colleges Liaison Officer
Department / Unit:	Directorate of Marketing and Communications
Grade:	RHUL 6
Reports to:	Schools and Colleges Liaison Manager
Purpose of the Post	
<p>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 academic and social backgrounds.</p> <p>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, specifically focussing on the London region.</p>	
Key Tasks	
<ol style="list-style-type: none"> 1. Develop and enhance relationships with key individuals in schools and colleges in the allocated region. 2. 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. 3. 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 Access and Participation Plan. 4. To identify and manage relationships with individual schools and colleges within specified target areas. 5. 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. 6. 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. 	

7. Project manage, organise and deliver at least one residential/summer university per calendar year.
8. Attending recruitment fairs in schools and colleges, and UCAS exhibitions, providing accurate information on the College and its courses to prospective students.
9. 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.
10. Contributing to the development of the schools and advisers web pages, webpages devoted to parents and social media channels through the development of engaging and relevant copy and online resources for teachers and advisers.
11. Acting as an adviser to our academic departments where appropriate, providing professional advice on schools-focussed recruitment and outreach activities including the appropriate targeting, delivery and evaluation of activities.
12. Implementing specific conversion initiatives for applicants, including online activities and pre-arrival activities.
13. Assisting with the running of on-campus events including Open Days, Applicant Visit Days and high-profile inward visits, as required.
14. 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.
15. Any other duties as required by the line manager that are commensurate with the grade.

Information about the post

A flexible approach to the working week will be required as evening and weekend work will be necessary from time to time. The post holder should also be prepared to assist in other duties as required, which may include manual handling of items such as boxes of prospectuses and associated materials.

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.

It is preferred that the post holder will hold a UK driving licence and have access to their own vehicle, although this is not essential.