

## JOB DESCRIPTION

<b>Job Title:</b>	Student Recruitment Events Manager
<b>Department / Unit:</b>	Student Recruitment, Marketing and Communications
<b>Grade:</b>	RHUL 7
<b>Accountable to:</b>	Head of UK Student Recruitment (Events)
<b>Accountable for:</b>	Senior Student Recruitment Events Coordinator and Student Recruitment Events Coordinator
<b>Purpose of the Post</b>	
<p><b>Purpose of the post</b></p> <p>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.</p> <p>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.</p> <p>The Student Recruitment Events Manager is responsible for the operational planning and delivery of all student recruitment undergraduate events. The post holder will support the Head of Student Recruitment in constantly developing our events to ensure they are engaging and targeted and meet the needs of our prospective students and their supporters. This post also provides line management support to the Senior student recruitment events coordinator and Student recruitment events coordinator and deputises for the Head of SR as required.</p> <p>Occasional weekend and evening working will be required.</p>	
<b>Key Tasks</b>	
<ol style="list-style-type: none"> <li>Developing and implementing an annual plan for all aspects of the College's undergraduate on-campus events for the academic year involving: <ul style="list-style-type: none"> <li>appropriate scheduling of events based on intelligence and student need</li> <li>liaison with academic and professional service departments;</li> <li>setting of clear timelines for departmental planning;</li> <li>operational planning of events, including annual planning of all relevant logistics</li> <li>development of evaluation criteria for each event and dates at which events will be evaluated.</li> </ul> </li> </ol>	

2. Overseeing all aspects of the delivery of student recruitment events, including ensuring that the events are appropriately resourced and delivered to the highest standard whilst delivering value for money
3. Overseeing the delivery of new and ad-hoc events that respond to specific needs within the academic year
4. Developing plans of collateral required for events and of specific promotional activities, in liaison with Marketing colleagues
5. Implementing and monitoring booking systems for all student recruitment UG events
6. Working with the Head of Student Recruitment (Events) to ensure appropriate metrics and performance criteria are in place for all undergraduate events, taking a lead in the evaluation of these and developing and championing methods of evaluation and feedback.
7. Preparing and managing designated budgets for undergraduate student recruitment events, measuring the effectiveness of spend regularly
8. Analysing internal, regional and national data and intelligence to inform recommendations on the programme of undergraduate on-campus recruitment events.
9. Developing and managing an effective network of contacts in academic departments, professional services and externally to promote and support recruitment activities.
10. Working closely with colleagues from International Student recruitment and Schools liaison, to share good practice and ensure a consistent approach in relation to recruitment events.
11. Providing expertise in o events 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.
12. Any other duties as required by the line manager or Director that are commensurate with the grade.

13. Provide supportive and effective line management to the Senior Student Recruitment Events Coordinator and Student Recruitment Events Coordinator. Be an active member of the wider events team and Directorate. Deputise for the Head of Student Recruitment (Events) as needed.

#### **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.