



JOB DESCRIPTION

Job Title:	Schools and Colleges Liaison Officer (Digital Lead)
Department / Unit:	Directorate of Marketing and Communications
Job type	Full Time, Permanent
Grade:	6
Accountable to:	Schools and Colleges Liaison Manager
Accountable for:	
Purpose of the Post	
<p>This role sits within the Student Recruitment (UK Education) School's Team within the Marketing and Communication department. The team is responsible for student recruitment activities with UK schools and colleges excluding schools targeted by the Widening Access Team.</p> <p>The Schools and Colleges Liaison Officers are responsible for the organisation and delivery of engaging and high-quality content. This includes (but not limited to) talks, workshops, events, resources and support services as well as attending recruitment events such as HE fairs. The officer will work with professional and academic colleagues across Royal Holloway to promote subject-specific content and all the College has to offer. The Officer's key role is to support students from a range of backgrounds to understand and progress to higher education.</p> <p>The Officer will identify, build, and develop relationships with new and established external partners such as schools, colleges, and educational organisations. They will assist with proactively raising the profile of Royal Holloway degree programmes and increasing application and conversions from target schools and regions across the UK.</p> <p>The post holder will take the lead on digital recruitment within the team, building upon gains made over the past year. They will develop and deliver our digital offering including webinars, on-demand content, support services and innovative new ideas. They will harness their relationships building skills to promote our work to schools and colleges all across the UK.</p> <p>Regular travel to schools and colleges within London, South East, East England and occasional travel to other regions within the UK will be required, as well as occasional weekend and evening working.</p>	

Key Tasks

1. Developing and enhancing relationships with key individuals in a defined set of target schools and colleges.
2. Promoting Royal Holloway both on and off-campus by organising, delivering, and evaluating various 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. Identifying and managing 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 supporting Royal Holloway's recruitment and outreach activities.
6. Preparing and delivering engaging presentations and workshops for various 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. Leading on digital recruitment through promoting, preparing and delivering online content, including webinars, on-demand learning resources, live events and more.
8. Increasing UK wide online activity with an additional focus on specific target schools and colleges.
9. Managing the schools, advisers and parents web pages and social media channels through the development of engaging and relevant copy and online resources for teachers and advisers.
10. Attending recruitment fairs in schools and colleges and UCAS exhibitions, providing accurate information on the College and its courses to prospective students.
11. Keeping actively informed of trends and developments in secondary and vocational education in the UK and providing suggestions on what activities and resources Royal Holloway could offer in response to these.
12. 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.
13. Implementing specific conversion initiatives for applicants, including online and pre-arrival activities.

14. Assisting with the running of other events, including Open Days, Applicant Visit Days and high-profile inward visits, as required.
15. Reviewing the effectiveness of individual activities on an ongoing basis in line with set evaluation processes and criteria and reporting these as part of the annual review and monitoring process.
16. Any other duties as required by the line manager 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.

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.