



JOB DESCRIPTION

Job Title:	Senior Student Recruitment Co-ordinator (Events)
Department / Unit:	Student Recruitment, Marketing and Communications
Job type	Full Time, Permanent
Grade:	6
Accountable to:	Student Recruitment Manager (Events)
Accountable for:	
Purpose of the Post	
<p>Purpose of the post</p> <p>The Recruitment Events team is one of four areas within the Student Recruitment section of the Directorate of Marketing and Communications, supporting 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 student recruitment events for undergraduate and postgraduate, both online and on campus.</p> <p>We ensure there is a joined up approach to all our events, both online and on campus, for all target markets, including a focus on making the most of all opportunities to include international students, and to provide activity to key influencers, i.e. parents & supporters.</p> <p>The Senior Student Recruitment Co-ordinator (Events) is the operational lead for online event delivery, project managing the workload, including being the lead liaison with Marketing Group colleagues regarding, building and development as well as on the day support for online event platforms. The post also supports the delivery of all on campus event activity, assisting the Student Recruitment Events Manager and other members of the Events team with all logistical support elements.</p> <p>The Senior Student Recruitment Co-ordinator (Events) 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.</p> <p>A key function of role 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. This post also provides supervisory support to student ambassadors and casual staff on event days, and deputises for the events manager as necessary.</p>	

The post holder will work closely with the Student Recruitment Events Manager contributing fresh and innovative ideas to our portfolio of online and on campus 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. Lead operationally on our online event delivery, including being the lead liaison with Marketing Group colleagues regarding, building and development and on the day support for online event platforms.
2. Develop, implement and evaluate the agreed student recruitment evaluation framework for all recruitment events. Make recommendations to the Student Recruitment Events Manager and Head of UK Student Recruitment (Events) based on this analysis.
3. 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.
4. 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
5. 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.
6. Managing bookings for recruitment and conversion events and making recommendations for alterations to events and programmes based on demand.
7. Development/maintenance of toolkits to empower school/departmental events delivery.
8. Assist the Student Recruitment Administrative Officer (Events) 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
Other Duties
<p>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 their manager.</p> <p>The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.</p>