



JOB DESCRIPTION

Job Title:	Assistant Schools and Colleges Liaison Officer
Department / Unit:	Directorate of Marketing and Communications
Job type	Professional Services
Grade:	5
Reports to:	Schools and Colleges Liaison Manager
Purpose of the Post	
<p>This role sits within the Student Recruitment (UK Education) School's Team within the Marketing and Communication directorate. The team is responsible for student recruitment activities with UK schools and colleges, excluding schools targeted by the Widening Access Team.</p> <p>The Assistant Schools and Colleges Liaison Officer is responsible for organising and delivering engaging and high-quality recruitment events and initiatives. This includes (but is not limited to) talks, workshops, events, resources and support services, and recruitment events such as HE fairs. The role's key task is to support students from a range of backgrounds to understand and progress to higher education and increase recruitment and enrolments to Royal Holloway, University of London.</p> <p>The role holder will lead on tasks linked to higher education fair attendance, including organising freight, researching and recommending which events to attend and representing the College at the given event. In addition, they will increase lead generation and advise the team on how to grow subscriptions to a range of mailing lists.</p> <p>The post holder will support the Schools and Colleges Liaison Officers and assist in administrative and student-facing activities. They will be flexible and adaptive in their approach, with the ability to juggle and prioritise completing tasks. In addition, they will harness their relationship-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 and the home counties and occasional travel to other regions within the UK will be required, as well as occasional weekend and evening working, including overnight stays.</p>	
Key Tasks	
<ol style="list-style-type: none"> 1. Lead on booking, planning, liaising, ordering freight and representing Royal Holloway at higher education fairs, UCAS fairs and a range of student recruitment events. Ensure that the relevant and correct information is shared with prospective students to increase applications to Royal Holloway's programmes. 	

2. Lead on lead generation activities providing ideas and advice to the team to increase signs ups to a range of mailing lists.
3. Develop and maintain effective relationships with schools, colleges and other stakeholders through visits, talks, presentations and other communications.
4. Lead on KS4 events and projects. Develop a strategy and offering for students in Years 10 & 11, creating content, delivering campus events and building relationships with new and existing schools.
5. Manage and develop a network of key contacts in designated target schools and other educational organisations supporting Royal Holloway's recruitment and outreach activities.
6. Promote Royal Holloway 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.
7. Contribute to developing and implementing 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.
8. Prepare and deliver engaging presentations and workshops for various stakeholders, including prospective students, applicants, and other key stakeholders in the student recruitment process. Coordinate the relevant literature and promotion of it to schools and their students.
9. Support the Schools and Colleges Liaison Officers in delivering projects and activities throughout the year, e.g., delivering talks in their region and supporting applicant 1-15.
10. Support the Schools and Colleges Liaison Administrative Assistant and the broader team in administrative tasks to deliver projects and activities throughout the year.
11. Support digital recruitment through promoting, preparing and delivering online content, including webinars, on-demand learning resources, application or personal statement 1-15, personal statement reviews, live events and more.
12. Keep actively informed of trends and developments in secondary and vocational education in the UK, providing suggestions on what activities and resources Royal Holloway could offer in response to these.
13. Implement specific conversion initiatives for applicants, including online and pre-arrival activities.
14. Work on ad-hoc projects as the need arises, for example, rebranding presentations, creating social media content, data analysis and specific alumni, teacher or parent events
15. Assisting with running other events, including Open Days, Applicant Visit Days and high-profile inward visits, as required.
16. Review the effectiveness of individual activities on an ongoing basis in line with set evaluation processes and criteria, reporting these as part of the annual review and monitoring process.

17. Liaise with other College departments and functions concerning the School's team activities to ensure that all relevant personnel remain informed and aware of events and activities.
18. Adhere to the College values and stay informed of the College strategy and other news that may affect the higher education sector.
19. Travel within the UK to support recruitment activities, and work unsocial hours (evenings and weekends) as required.
20. Any other duties as required by the line manager that is 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 in addition to overnight stays. 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, the above job profile, duties and location of the role within the Faculty of the College will be adjusted accordingly.

The successful applicant must pass a Disclosure and Barring Service check.

It is preferred that the post holder hold's a UK driving licence and has access to their vehicle, although this is not essential.



PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

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Department: Directorate of Marketing & Communications

	Essential	Desirable	Tested by (Application form, Interview, Presentation, Test)
Qualifications and Training			
Educated to A' Level or equivalent experience			
Degree-level education or equivalent		X	Application form/Verification
Specific Skills, Experience and Knowledge			
Experience delivering face-to-face and/or digital student recruitment/outreach activities in a Higher Education context or customer-facing sales experience.	X		Application Form/Interview
Experience in writing constructive and engaging emails	X		Test
Experience in presenting to small and large audiences		X	Application Form/Interview
Knowledge of undergraduate admissions procedures and practices		X	Application Form/Interview
Intermediate user of Word, Excel and PowerPoint	X		Test, Interview
Experience creating content for presentations, social media and recruitment or sale purposes.		X	Application Form/Interview
Experience in organising events.	X		Application Form/Interview
Personal and Interpersonal Qualities			
Excellent oral and written communication skills	X		Application Form/Interview
Excellent presentation skills	X		Presentation
Ability to represent the College in a variety of situations	X		Application Form/Interview
Proven organisational skills	X		Application Form/Interview
Ability to work to tight deadlines and under pressure	X		Test/Interview
Creative approach	X		Application Form/Interview
Strong customer service ethos and ability to problem solve in difficult customer-facing situations	X		Application Form/Interview
Excellent interpersonal skills and the ability to build strong working relationships	X		Application Form/Interview

Capacity for Career Development			
Desire to participate in personal development and develop skills appropriate to the role	X		Interview
Circumstances			
DBS clearance	X		Application to DBS upon Appointment
Willingness to work unsocial hours (evenings and weekends)	X		Interview
Possession of a full UK driving licence and willingness to drive for the College in the UK		X	Application Form
Prepared to assist in additional duties as necessary, which may include manual handling	X		Application Form/Interview