



JOB DESCRIPTION

Job Title:	Schools and Colleges Liaison Officer
Department / Unit:	Directorate of Marketing and Communications
Job type	Professional Services
Grade:	6
Reports to:	Schools and Colleges Liaison Manager
Purpose of the Post	
<p>This role sits within the School's team within the wider UK Student Recruitment Team within the Marketing and Communications 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, campus visits, webinars, on and offline resources as well as attending recruitment events such as HE/ exhibition fairs.</p> <p>The Officer will use their excellent relationship building skills to identify, build, and develop relationships with new and established external partners such as schools, colleges, careers networks and educational organisations. They will assist with proactively raising the profile of Royal Holloway and encourage schools to participate in student recruitment activities as well as increasing applications and conversions from target schools and the UK.</p> <p>The officer will work with professional and academic colleagues and departments across Royal Holloway to promote subject-specific content and all the College has to offer. Additionally, the post holder will use their creative thinking skills to work on specific projects to improve the team's and college's work and offering.</p> <p>The Officer's key role is to support students from a range of backgrounds to understand and progress to higher education.</p> <p>Regular travel to schools and colleges within London and the home counties and occasional travel to other regions within the UK will be required, as well as occasional weekend and evening working.</p>	
Key Tasks	

1. Identify, manage and develop relationships with schools, colleges, educational organisations and individuals in designated target areas supporting Royal Holloway's recruitment and outreach activities.
2. Create, develop and present a programme of imaginative, relevant and targeted activities and events designed to raise awareness of Royal Holloway and UK universities in general, in line with Royal Holloway's strategic and access and participation plans.
3. Deliver activities on campus, in schools/colleges and online to provide accurate information about HE, and increase the number of applications and enrolments to the College.
4. Attend HE and exhibition fairs providing accurate information on the College and its courses to prospective students.
5. Implement specific conversion initiatives for applicants, including online and pre-arrival activities.
6. Lead on set projects to improve the teams and colleges offering. This could include (but not limited to) developing online activity, supporting a particular group such as commuters, working with our design team to create marketing materials and other projects that arise.
7. Contribute to the development of the schools and colleges web pages and social media channels through the development of engaging and relevant posts and online resources for teachers and advisers
8. Give input to the development of processes and systems used by the Schools Team including suggesting improvements to existing systems and forms.
9. Keep 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.
10. Act 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.
11. Assist with the running of other events, including Open Days, Applicant Visit Days and high-profile inward visits, as required.
12. Analyse data and review 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.
13. Adhere to the College values and stay informed of the College strategy and other news that may affect the higher education sector.
14. 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, putting up banners/stands and associated materials.

Regular travel to schools and colleges within London and the home counties and occasional travel to other regions within the UK will be required, as well as occasional weekend and evening working.

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.

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			
Degree level education or equivalent experience	x		Application form/Verification
Specific Skills, Experience and Knowledge			
Experience of delivering face to face and digital student recruitment/outreach activities in a Higher Education context	x		Application Form/Interview
Knowledge of issues facing the UK Higher Education sector	x		Interview
Knowledge of national agenda in relation to the recruitment of students from non-traditional backgrounds		x	Interview
Knowledge of UK undergraduate admissions procedures and practices	x		Application Form/Interview
Experience in managing projects		x	Application Form/Interview
Proven strong IT skills	x		Test, Interview
Experience in basic data analysis and evaluating activities		x	Application Form/Interview
Experience in managing or updating social media channels and webpages		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 to a variety of audiences.	x		Application Form/Interview
Proven organisational skills	x		Application Form/Interview
Ability to work to tight deadlines and under pressure, with excellent attention to detail	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
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	x		Application Form/Interview
Ability to complete manual handling tasks, such as lifting boxes of approx. 7kg and putting together display banners.		x	Application Form/Interview