JOB DESCRIPTION

JOB TITLE
Recruitment and Outreach Administrator

FACULTY/DEPARTMENT
Faculty of Arts

LOCATION
Walsall Campus

JOB NUMBER                 GRADE | UW4                 DATE          July 2018

REPORTS TO
Marketing, Recruitment and Outreach Co-ordinator

DIRECT REPORTS

CONTACTS

Internal: Administrative staff within the Faculty, Students, Dean of Faculty and DAG, Academic Staff, Staff from other Faculties and Central Services

External: Applicants and enquirers, Parents, Employers, Partners & business contacts, External Examiners, PSRBs, External Agencies

BUDGETARY RESPONSIBILITY
None

JOB PURPOSE

- To provide administration support to:
  a. maximise applications and conversion of applicants to achieve Faculty recruitment targets;
  b. maximise the opportunities to market and promote the Faculty;
  c. enhance the development of outreach contacts and activities for the Faculty to maximise collaborative relationships, student recruitment and income generation
- To provide an excellent level of customer service

MAIN DUTIES AND RESPONSIBILITIES

1 Organisation and delivery of successful recruitment and marketing campaigns and associated outreach activities, including on and off campus events

2 Managing the process for decision making on non-standard applications including accreditation of prior learning

3 Seeking, identifying and acting upon promotional, recruitment, nurturing and outreach opportunities

4 Contribution to the development of marketing materials, print and electronic (including case studies) and maintaining/updating faculty web pages and other websites as necessary (i.e. UCAS/Find a Masters.com)

5 Identify and develop appropriate activities and events to meet client and Faculty objectives

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Organisation, promotion and/or participation in student recruitment (i.e. Open Days), nurturing events (i.e. Applicant Visit Days), promotional events (Outreach Activities) and Clearing

Maintaining up to date and accurate records of all enquiries

Supporting Faculty admissions requirements including Fitness to Practice and Disclosure and Barring Service processes

Monitoring, tracking and reporting recruitment data

Working in close liaison with the Corporate Service Teams such as Admissions, External Relations and Dean of Students

Effective and proactive external client liaison to support collaborative relationships, student recruitment and income generation

Manage up to date and accurate records of all external links and collaborative business, schools and college contacts and interactions

Sourcing and presenting information/data for market analysis purposes

OTHER FEATURES OF POST

All members of the Faculty administration team will be expected to:

- Contribute to the team approach to administration in the Faculty
- Make a positive and active contribution to regular team meetings, service and process reviews, and other Faculty initiatives and developments as required
- Work collaboratively and proactively with colleagues in other University Departments
- Participate as required in student induction and enrolment; Open Days, Clearing; Congregation
- Promote equality and diversity in all activities and behaviours
- Undertake active personal professional development

This job description sets out the duties of the post at the time that it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

DATA PROTECTION ACT (2018)

The role holder will be familiar with the above legislation including the General Data Protection Regulations (GDPR) and will, at all times, be mindful of his/her responsibilities under the above Act. Attention is specifically drawn to the need for confidentiality in handling personal data and the implications of unauthorised disclosure.

COMPUTER MISUSE ACT (1990)

The role holder will need to have regard for the provision of the above Act and in particular take such steps as may be necessary to prevent unauthorised access to

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HR034: PERSON SPECIFICATION

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<tr>
<th>ATTRIBUTE</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tbody>
<tr>
<td>Standard of general education</td>
<td>A-Level standard or equivalent IT qualifications, or equivalent experience</td>
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<tr>
<td>Academic qualifications</td>
<td>Degree or equivalent</td>
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<tr>
<td>Professional qualifications</td>
<td>Customer Service, Business Administration or CIM qualification</td>
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<td>General skills/experience</td>
<td>Demonstrable administration experience Proficient in use of office technology including word processing, databases, spreadsheets, email and the internet Excellent standard of literacy and numeracy Excellent communication skills using a variety of appropriate media Experience of dealing with clients from a range of cultural backgrounds Experience working in Higher Education Knowledge of SITS or similar student records system</td>
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<td>Specific knowledge and skills</td>
<td>Experience of working in a client facing environment Demonstrable ability to organise events Experience of dealing with enquiries from a variety of external clients Experience of nurturing and maintaining client relationships Proven experience of sourcing relevant information or data e.g. internet research An eye for design and an understanding of the basic principles of design and print Proof reading skills Experience of delivering</td>
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<th>presentations to a range of external audiences</th>
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| **Personal attributes required for effective performance in role** | Proactive and professional approach  
Excellent communication and interpersonal skills  
Demonstrate the ability to collaboratively work as a team and individually using initiative  
Willingness and ability to travel to external clients | Awareness of differing needs for a range of cultural backgrounds |
| **Other** | Commitment to equality and diversity  
Commitment to quality  
Understanding of the Data Protection and Freedom of Information Acts  
Commitment to excellent customer service | |

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<tr>
<th><strong>Issued by:</strong></th>
<th>Faculty Registrar</th>
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