**Job Description**

**Post:**  Senior Recruitment Advisor

**Grade:**  SO2

**Hours:** 37 hours per week (full year)

**Location:** Middlesbrough/Hartlepool

**Line Manager:** Recruitment & Admissions Manager

**Line Manager to:** Student Recruitment Advisors

**Directorate:** Employability & External Relations

The Job Description and further particulars set out below are intended to provide information about the role and responsibilities associated with the post. Some of the duties listed below will be of a continuing nature, others cyclical or periodic, yet others will take the form of particular projects to be undertaken as and when necessary as the needs of the Corporation change.

**Safeguarding Statement:**

The Northern School of Art recognises that it has a statutory and moral duty to promote and safeguard the welfare of its students who are under the age of 18. All staff are required to undertake safeguarding training.

**Job Purpose:**

To assist the Recruitment & Admissions Manager with the implementation of the FE and HE student recruitment operating plan. To lead and coordinate activities which improve awareness of, and generate enquiries to The Northern School of Art both locally and nationally; and thereby increase student applications to the School as directed.

**Main Duties and Responsibilities:**

1. Assist the Recruitment & Admissions Manager to coordinate and organise recruitment events both regionally and nationally. This will include planning, preparation and attendance to external events such as UCAS fairs and careers events.
2. Develop and strengthen relationships between key stakeholders to ensure effective promotion of The Northern School of Art i.e. potential students, applicants, feeder schools/colleges, internal staff and external organisations.
3. Coordinate and manage outreach activities in liaison with relevant academic teams including talks and workshops (both digital and physical).
4. Coordinate and manage internal events such as open days, workshops, taster days and applicant events.
5. Work with the Recruitment & Admissions Manager towards the targets set out in the Access and Participation Plan for Higher Education.
6. Support the Recruitment & Admissions Manager to coordinate the School’s internal progression plan, as well as, the activities related to the North East Uni Connect Programme (NEUCP)
7. Work with the rest of the team to manage the day-to-day enquiries received through the various platforms, including Uni buddy.
8. Liaise regularly with FE and HE Programme staff to establish suitable recruitment strategies to maximise student recruitment.
9. Assist with all aspects of the FE and HE recruitment process during periods of high workload;
10. Ensure collation of relevant data and statistics, conduct market research, such as focus groups and questionnaires, and develop reports as appropriate;
11. Maintain and collate information to monitor enquiries, applications, drop out rates, etc. and identify patterns against various types of engagement, to enable a responsive and targeted approach to the recruitment effort.
12. Be committed to personal professional development and, in particular to maintain an up-to-date knowledge of developments in student recruitment;
13. Ensure appropriate advice and guidance to all enquiries, ensuring people apply to the most suitable courses at the school. This will include providing information, advice and guidance to individual potential students on progression and potential career paths in art and design, as well as an overview of the support and the experience the school can offer;
14. Provide assistance and guidance to individuals with the completion of their application (where appropriate);
15. Assist in the work of the applicant journey process to ensure effective conversion from application to enrolment. Maintaining contact with applicants at relevant intervals ensuring they are fully informed of progress, and their enthusiasm for their application is maintained. This may involve providing admin and support for additional activities such as taster days, etc;
16. Liaise with student support staff to ensure the School can meet the needs of all applicants prior to offer;
17. Assist with activities such as mail shots, publicity literature, market research, end of year shows etc. and monitor stock levels;
18. Be responsible for maintaining and updating databases of key partners; including the School’s CRM system.

**General Accountabilities:**

1. Ensure other members of the team have information to cover effectively for you in your absence.
2. To engage in professional development and networking to ensure that professional, and strategic contributions are up-to-date.
3. Ensure that the Corporation’s Health & Safety Policy is adhered to at all times and take responsibility for general health and safety housekeeping within your work area.
4. Participate actively in the performance management scheme, agreeing objectives, attending reviews and undertaking professional development as required.
5. Ensure that the Corporation’s Equality and Diversity policy is adhered to at all times and tackle or report discrimination and harassment wherever it occurs.
6. Ensure the safeguarding of learners at all times and report any potential issues without delay.
7. All employees are expected to be fully committed to policies/processes on equality, diversity, safeguarding and the Prevent Agenda.
8. Any other duties commensurate with the nature and level of the post, as directed by the Recruitment and Admissions Manager or the Vice Principal (Employability and External Relations).
9. This list is not exhaustive and is only an indication of responsibilities.

**Due to the nature of this post, some flexibility is required with relation to working hours as some weekend and evening work will be required.**

Signed Date

Senior Recruitment Advisor

Signed Date Recruitment & Admissions Manager

### Person Specification - Senior Recruitment Advisor

| Specification, whether essential or desirable and where the specification will be assessed. | Essential | Desirable | Application form / CV | Interview / Selection test | References |
| --- | --- | --- | --- | --- | --- |
| Qualifications |  |  |  |  |  |
| Relevant degree or equivalent in Events management, marketing, business or related discipline or appropriate relevant exempting experience | Y |  | Y |  | Y |
| Further qualification in IAG or relevant exempting experience |  | Y | Y |  | Y |
| Full UK Driving Licence with access to transport for work purposes | Y |  | Y |  |  |
|  |  |  |  |  |  |
| Experience |  |  |  |  |  |
| Over two years’ experience working in an events role or similar | Y |  | Y |  | Y |
| Experience of presenting to groups of people | Y |  | Y |  | Y |
| Student recruitment activity’ | Y |  | Y |  |  |
| Experience of working towards targets and tight deadlines | Y |  | Y |  | Y |
| Experience of working on B2C basis as well as experience with children or vulnerable adults | Y |  | Y | Y | Y |
| PC literate with knowledge of Microsoft Office or windows-based applications | Y |  | Y | Y | Y |
| Experience of using bespoke databases, and using data effectively | Y |  | Y | Y | Y |
| Experience of working a supervisory role or similar | Y |  | Y | Y | Y |
| Experience of coordinating and organising events | Y |  | Y | Y | Y |
| Experience of liaison with external partners in a work related context | Y |  | Y |  | Y |
|  |  |  |  |  |  |
| **Knowledge, skills and abilities** |  |  |  |  |  |
| Awareness of creative industries and knowledge of the various progression routes and qualifications available in Art and Design within Further and Higher Education nationally and locally | Y |  | Y | Y | Y |
| Awareness of marketing strategies and concepts and their practical application | Y |  | Y | Y | Y |
| Able to work effectively as a member of a team | Y |  |  | Y | Y |
| Adaptable and flexible - willing to deliver hours flexibly according to need. Willing to travel and work unsociable hours. | Y |  |  | Y | Y |
| Ability to maintain confidentiality of information | Y |  |  | Y | Y |
| Excellent verbal communication skills - able to communicate effectively with college staff at all levels, and with students / potential students with varying backgrounds and parents | Y |  |  | Y | Y |
| Good written communication skills – able to write effective emails and letters to staff and students and people / bodies external to the college | Y |  |  | Y | Y |
| Excellent prioritisation and organisational skills – able to work to deadlines | Y |  |  | Y | Y |
| Able to work with accuracy and speed | Y |  |  | Y | Y |
| Friendly and helpful manner | Y |  |  | Y | Y |
| Good numeracy skills | Y |  |  | Y | Y |
| Ability to work unsupervised and on own initiative | Y |  |  | Y | Y |
| Professional presentation of work and self – able to deal confidently with people external to the institution, both face to face and over the telephone or email | Y |  |  | Y | Y |
| Able to deal sensitively and confidently with students of varying ability and knowledge levels | Y |  |  | Y | Y |
| Punctual and reliable | Y |  |  | Y | Y |
| Self-motivated and enthusiastic, able to work independently | Y |  |  | Y | Y |
| Self-confident – able to talk to large groups, at careers events, and deliver formal presentations | Y |  |  | Y | Y |
| Good negotiation skills to get the best result for students and for The Northern School of Art | Y |  |  | Y | Y |
| Ability to be innovative and creative to ensure appropriate communications with relevant target markets | Y |  |  | Y | Y |
| Ability to use initiative and problem-solve | Y |  | Y | Y | Y |