



Student Recruitment Manager (Postgraduate)

Job Description

POSITION OVERVIEW

Department	Recruitment, Marketing & Admissions
Location	London (St Katharine Docks)/Remote (Hybrid)
Term	Full-time; permanent
Salary	£35,000 to £40,000 per annum, depending on experience
Benefits	Generous benefits package including 25 days holiday allowance pro rata (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Start	By April 2022, if not earlier

To support the Senior Recruitment Manager by collaborating on the development of the postgraduate recruitment strategy and leading the delivery of an extensive programme of postgraduate student recruitment and nurture activities, in order to attract high quality and viable applications to the College's expanding portfolio of postgraduate educational programmes.

To support the Senior Recruitment Manager with the delivery of the programme of conversion activities from offer holder to acceptance, and retention to enrolment, in support of both postgraduate and undergraduate recruitment targets and KPIs.

To support the Northeastern University (NU) Global Campus Network (GCN) in the promotion of and recruitment to its programmes, within the UK and Europe, collaborating with colleagues across the campuses. This role involves line management of the Student Recruitment Officer.

DUTIES AND RESPONSIBILITIES

PLANNING AND RESEARCH

- To lead the development of the postgraduate recruitment strategy, operational activity and resource allocation, in collaboration with the Senior Recruitment Manager and Head of Recruitment
- To liaise with NCH Faculty to gain an accurate understanding of NCH postgraduate portfolio, including programme content, structure, employability outcomes and USPs
- To liaise with NU colleagues to gain an accurate understanding of NU postgraduate portfolio, including programme content, structure, employability outcomes and USPs, and share best recruitment practices
- To identify key target markets for NCH and NU postgraduate portfolios, domestic and international
- To identify student behaviours, application timelines and information needs in target markets, collaborating with the marketing team to embed these into the marketing plan
- To research and create an annual plan of target activities for postgraduate recruitment, such as postgraduate fairs and other relevant external events, considering an appropriate mix of online and on-the-ground formats
- To identify appropriate prospective postgraduate educational agents to support the College's postgraduate recruitment objectives, in conjunction with NU colleagues
- To create an annual plan of nurture events delivered by the College and targeted to prospective postgraduate students (e.g. Taster Lectures, Open Days, Visa sessions), to be delivered in an appropriate mix of online and on-the-ground formats
- To gather and share with the Marketing, Admissions, Recruitment and Visa Team (MARV) intelligence on market trends, education qualifications, and postgraduate recruitment opportunities

RELATIONSHIP DEVELOPMENT

- In conjunction with Head of Recruitment, to establish and maintain productive and collaborative working relationships with NCH Faculty, to facilitate information sharing and training, and to deliver postgraduate recruitment activities
- To identify synergies and maximise relationships with NCH colleagues, to maximise postgraduate recruitment opportunities (e.g.: via NCH alumni

network, current students)

- To develop relationships with relevant NU colleagues in Boston and across the network in order to share best practices and collaborate on postgraduate recruitment, agency and mobility activities, and maximises postgraduate recruitment opportunities (e.g.: via NU alumni network, current NU UG students)
- To initiate, develop and nurture relationships with appropriate international postgraduate educational agents

LEAD NUTURE

- To plan, deliver and evaluate external nurture activities and events, domestic and international, to generate high quality prospects and support conversion of prospects to applicants, including postgraduate recruitment fairs (virtual and in-person), agent visits and receptions
- To manage logistics and administration of external activities and events including, as applicable, event registration; travel bookings; coordination of freight/marketing collateral; stand set-up; invoicing
- To ensure effective resource allocation for external activities and events, including personally attending events and undertaking recruitment activities, including presentation delivery
- To brief and support NCH Student Ambassadors and colleagues participating in activities and events
- To ensure effective data entry and follow up/evaluation of activities and events
- To plan, deliver and evaluate internal nurture activities and events, to appeal to high quality prospects and support conversion of prospects to applicants, including postgraduate taster lectures, open evenings and receptions
- To manage logistics and administration of nurture activities and events including, as applicable, scheduling events on Zoom; room bookings; coordination of event marketing and registration
- To ensure effective resource allocation for internal activities and events, including Academic Faculty, Recruitment colleagues, and Student Ambassadors
- To brief and support NCH Student Ambassadors and colleagues participating in internal activities and event
- To personally host internal activities and events, virtual and in-person, including presentation delivery

STUDENT RECRUITMENT MANAGER (POSTGRADUATE) JOB DESCRIPTION

- To ensure effective data entry and follow up/evaluation of activities and events
- To manage process of postgraduate consultations, and host postgraduate drop-ins to College

CONVERSION

- To manage designated number of postgraduate Offer Holders as assigned 'conversion contact', maximising all possible conversion and retention opportunities, in support of institutional postgraduate recruitment targets
- To undertake consultations with designated Offer Holders, via Zoom and in-person
- To support Senior Recruitment Manager in postgraduate conversion event planning, delivery and evaluation, maximising opportunities to target both prospects and Offer Holders

TEAM TRAINING AND MENTORING

- To act as the 'postgraduate champion' within the Marketing, Admissions, Recruitment and Visa Team (MARV), to ensure information dissemination and best recruitment practice
- To liaise with Academic Faculty to coordinate postgraduate training sessions for team

EVALUATION

- To undertake ongoing monitoring and evaluation of the overall postgraduate recruitment plan and its individual component activities, including weekly KPI reporting to the team and other stakeholders (e.g. Heads of Faculty) using the College's CRM & Reporting Systems (Hubspot)

ENQUIRY MANAGEMENT/TEAMWORK

- To contribute to effective team enquiry management through answering incoming phone calls, contributing to web chat, managing info inbox
- To be available to support undergraduate recruitment activities and events, including hosting events
- To ensure all student recruitment practices comply with current internal and external quality assurance policies, and ensure the maintenance of NCH's regulatory assets with UK regulatory framework

LINE MANAGEMENT

- To provide effective and supportive line management to the Student Recruitment Officer(s) (Postgraduate)

OTHER DUTIES

- To undertake any other duties commensurate with the level of responsibility of this post, for which the post holder has the necessary experience and/or training, including, but not limited to, undergraduate student recruitment
- To proactively take responsibility for personal career development

About the College

Founded in 2012, with the aim of providing the highest quality of education in the humanities and social sciences, New College of the Humanities at Northeastern has established itself as a prestigious higher education institution based in the heart of London. We offer a unique and broad liberal arts-inspired curriculum with highly personalised teaching, which may include tutorials. The College is undergoing an exciting period of growth, having become part of Northeastern University's global network in early 2019.

Person Specification (Essential / Desirable)

Training & Education

- Educated to degree-level [E]
- Educated to Master's Degree Level [D]
- Sales training [D]
- Foreign language abilities [D]

Experience

- Student recruitment experience in a higher education environment [E]
- Experience in recruiting students to postgraduate level programmes [E]
- Experience of giving presentations and advising students [E]
- Experience of application conversion activity [E]
- Experience of working in a target-based sales environment [D]
- Experience of agent recruitment and management [D]

Skills and Knowledge

- Ability to initiate and develop relationships with a wide range of contacts, internal and external to the College, in a professional manner [E]
- Ability to plan multi city/country recruitment itineraries, maximising time and budget [E]
- Ability and willingness to travel independently within the UK and overseas [E]
- Ability and willingness to work outside of regular office hours, including evenings and weekends [E]
- Excellent oral, written and presentation skills [E]
- Ability to empathise and develop rapport with prospective/current applicants [E]
- Ability to work proactively and independently to meet targets [E]
- High level organisational and time management skills, including the ability to prioritise and manage workload [E]
- High levels of accuracy and attention to detail [E]
- Ability to work as part of a team, and to support colleagues [E]
- Intrinsic belief in value of higher education and in studying the humanities [E]
- Strategic planning skills: ability to research and identify opportunities in external market to support organisational goals [D]
- Analytical skills: ability to analyse and evaluate different markets and customer segments, and make recommendations accordingly [D]
- Knowledge and understanding of current education trends and changes in government policy and market environment, that affect student recruitment [D]
Knowledge of Tier 4 Home Office student immigration compliance issues as they relate to the recruitment and admission of international students [D]

APPLICATION PROCESS

Applications should be made via [this link](#) by 20.00, **4 January 2022**. Please reference your application "**RAP1121**". Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

STUDENT RECRUITMENT MANAGER (POSTGRADUATE) JOB DESCRIPTION

Due to the urgency of this role applications will be reviewed on receipt, and it is possible that an appointment will be made prior to the closing date of this job advert. Applicants are therefore encouraged to submit applications at the earliest opportunity.

Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006. The College is **not** able to provide sponsorship on this occasion