

Student Recruitment Officer

Job Description

POSITION OVERVIEW

Department	Marketing, Admissions, Recruitment & Visas (MARV)
Location	Devon House, London
Term	Full-time; permanent
Hours	Monday to Friday (38 hours per week)
Salary	£28,000 - £32,000 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	June 2022

The Marketing, Admissions, Student Recruitment & Visa Compliance team (MARV) is a friendly, supportive and professional directorate within NCH London with a focus on supporting students during the pre-enrolment stage of their journey. The Student Recruitment Officer, part of the Student Recruitment team, supports the recruitment of undergraduate and postgraduate students to a diverse range of programmes delivered in London, across North America and online. The postholder will be based in St Katherine Docks at the new NCH London campus based on the river next to the iconic Tower Bridge.

This post will be primarily campus-based (at least four days per week) in order to provide the best possible support to prospective students and to a team of student recruitment professionals. The main focus of this role will be the recruitment of students into the London campus and to online degree programmes, however, the postholder will also be engaging with prospective students

interested in studying throughout the Northeastern Global Campus network.

Duties and Responsibilities

Enquiry management

- To be the main point of contact for prospective students looking to engage with the College pre-application
- Responsible for handling enquiries from parents, counsellors and agents via phone, email and live chat ensuring both a timely and professional response to all potential individuals contacting the College
- Account management of the College's Unibuddy subscription, including the supervision of students working on the platform, data analysis and reporting

Personal consultations and student tours

- Responsible for the management and delivery of personal consultations, which allows prospective students an opportunity to find out more about the College.
- Manage the planning and delivery of in-person visits to the campus by prospective students

Recruitment phone campaigns

- To conduct regular calls to pre-applicants to support them with their application to NCH
- Engage applicants and offer holders regularly via phone to support them on their journey to NCH and inform them about upcoming events & opportunities which will aid their decision making

Management of the Student Ambassador Scheme

- Manage the appointment, training and ongoing development and support of c.50 Student Ambassadors who in turn support the work of the team
- Line manage 3 Senior Student Ambassadors who in turn support the wider pool of Student Ambassadors
- Be responsible for a range of logistical and operational activities related to the scheme, including, but not limited to: work allocation, payroll and travel bookings

Student Recruitment events

- Under the direction of, and with support from, senior members of the recruitment team, support the management, planning and delivery of a series of 'in-house' student recruitment events (e.g. taster lectures, open days and offer holder days) delivered throughout the year. These will be a combination of online and in-person events.
- Liaise regularly with academic faculty - building strong relationships with academic colleagues to ensure activities are appropriately resourced
- To represent the College, often as the sole representative, at student recruitment events (e.g. UCAS exhibitions, school fairs etc.). These will be both online and in-person events, predominantly in the UK but with the possibility of some overseas travel

Logistical support

- Provide office-based support to the team of recruiters including, but not limited to; freight management, student ambassador briefings, event bookings, school liaison communications and agent enquiry management
- To become fully competent and confident with the College's CRM system (Hubspot) to ensure engagement with individuals is accurately recorded and event data is upload in a timely manner

About the College

Founded in 2012, New College of the Humanities at Northeastern has established itself as a prestigious higher education institution based in the heart of London. After becoming part of Northeastern University's global network in early 2019, the College has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moving to new premises in 2021. NCH continues to grow taking in more students year on year, further expanding its courses, network, and opportunities.

Person Specification Criteria (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 of giving presentations and advising students [E]
- Experience of application conversion activity [D]
- Experience in recruiting students to postgraduate level programmes [D]
- Experience of working in a target-based sales environment [D]

Skills & 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 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 [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]
- Experience of working with a CRM system and confident in data input and analysis [D]
- Knowledge and understanding of current education trends and changes in government policy and market environment, that affect student recruitment [D]

- Knowledge of 'Student Route' 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 on 13 May 2022. Please reference your application "SRO422". 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.

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.