



## RECRUITMENT OFFICER

**SALARY DETAILS: UP TO £30,600 PER ANNUM, PLUS BENEFITS**

This is an exciting opportunity for someone with recruitment experience in Higher Education and with knowledge of UK, EU and International markets in relation to student recruitment.

The role holder will have excellent written and oral communication skills, will be results driven and will be effective at planning, prioritising and organising their own workload. It is desirable that the role holder will have a postgraduate or professional qualification in a relevant field and experience of organising University events, such as Open days and Virtual Events.

Our intention is to build recruitment volume in key international markets as well as in the local community. This new appointment has been created to help Richmond attract more students from the local area as well as re- build the EU market since Brexit.

### **About Richmond American University London**

[Richmond](#) is a unique institution, global in outlook and in practice, diverse and cosmopolitan in its cultures. A leading private and not-for-profit institution, we are dually accredited in both the United States, by the Middle States Commission on Higher Education, and registered with the Office for Students in the UK. Our taught degree awarding powers means our students receive both UK and US degrees, bringing together the best of British and American higher education.

Operating in London since 1972, we have now moved to an exciting new campus in [Chiswick](#). The University is true to its vision of being a leading liberal arts university, and of delivering its mission to educate and inform future generations by providing them with the knowledge and support to think critically, the freedom to challenge assumptions and the skills to work with others.

Richmond is an equal opportunities employer.

A Basic level DBS check is required for this position.

For further information about the University, please visit: [www.richmond.ac.uk](http://www.richmond.ac.uk)

**Closing date: 09 December 2022**

**To apply for this role, please email your CV and supporting statement together with details of three recent work-related references to [hr@richmond.ac.uk](mailto:hr@richmond.ac.uk)**

Please note that while submitted applications will be we are unable to provide individual feedback to applicants.

## **JOB DESCRIPTION**

### **JOB TITLE: RECRUITMENT OFFICER**

---

#### **REPORTING TO:**

The Recruitment Officer reports to the Student Recruitment Manager

#### **SUMMARY:**

This role assists the Student Recruitment Manager in the development and implementation of a Recruitment Plan for UK/EU including international students' resident in those markets. The Recruitment Officer's focus is to manage and develop relationships with networks of stakeholders with a focus on prospective students, parents, teachers/advisers, schools/colleges, agents/referral partners, and other key organisations. The main market focus will be the UK and EU, including UK international students.

#### **ACCOUNTABILITIES:**

Development and implementation of the marketing and recruitment plan for assigned markets

- meet student recruitment targets;
- responsible for student recruitment from within markets (to be agreed annually) relative to country specific targets, and overall recruitment targets, as determined by the university;
- develop strong marketing connections to build a student pipeline of prospective students;
- manage enquiries providing information, advice and guidance – leading to applications and enrolments;
- build and maintain a network of school counsellors;
- be responsible for the development and implementation of a highly creative and innovative recruitment plan for each target market, which is consistent with and supports the objectives of the University's recruitment and marketing strategy;
- act as the main university contact for external stakeholders from the specified target markets;
- act as the main source of information and intelligence within the University for each of the specified target markets to colleagues across the university, providing market updates as required;
- identify any funding opportunities for students within the agreed markets and liaise with colleagues across the Department of Marketing, Recruitment and Admissions to ensure these are promoted through all available channels;
- advise the University on qualifications from target markets in relation to admissions requirements;
- undertake a significant schedule of travel overseas as required while ensuring that recruitment trip follow-up activities are carried out, and responsibilities are maintained while travelling and while office based.

Contribute to the University's overall Student Recruitment Strategy and Plans

- analyse the potential for the University, in terms of student recruitment and recruitment partnerships, for a range of agreed target markets;

- liaise with colleagues across the Department of Marketing, Recruitment and Admissions, and the wider University as appropriate, to produce an annual plan of activities and high impact recruitment campaigns for each target market, which can be implemented within agreed budget constraints;
- represent the University through a range of recruitment and marketing activities undertaken in the UK and overseas;
- support on campus recruitment such as open days, webinars, applicant days, inbound visits and outbound calling campaigns;
- conduct outreach activity including, the writing and delivering of seminars or presentations to groups of students, teachers, parents, and other external stakeholders;
- identify, where necessary, new recruitment agents for the University to engage within target markets, and carry out all due diligence required prior to recommending them for an agent contract.

#### Conversion support

- support the conversion work by providing advice and support to prospective students, agents and other stakeholders throughout their journey from enquirer to enrolment.

#### Administrative support

- respond to enquiries from prospective students in a professional and accurate manner within agreed service standards;
- develop and maintain a network of recruitment agents within target markets, ensuring that their queries are dealt with accurately and professionally;
- provide training, information and updates on behalf of the University to your network of recruitment agents, as required.

#### Continuing Professional development and networking

- develop and maintain relationships with external stakeholders, including the British Council, sponsors, embassies and others;
- represent the University at inward visits by agents, prospective students, embassies, educational institutions and other relevant bodies;
- maintain your own comprehensive knowledge of the university and its academic portfolio, as well as keeping up-to-date with issues affecting HE and international students more generally.

#### **LOCATION:**

The Recruitment Officer will be located at Richmond's Chiswick Park Campus.

#### **SPECIAL NOTE:**

A basic level DBS check is required for this position. By the nature of the duties of this position, there is a requirement for occasional weekend and evening work and the postholder will be required to travel in the UK and overseas. Depending on regional responsibility, this may include extended periods outside of the UK which may exceed in total up to 12 weeks per annum.

**GENERAL:**

The above responsibilities are subject to change at the discretion of the Student Recruitment Manager and shall include other responsibilities as the Student Recruitment Manager may from time to time assign. The Student Recruitment Manager may also, at their discretion, reassign some of the above responsibilities. The Student Recruitment Manager will work with the Recruitment Officer to co-ordinate work and resolve problems and will evaluate the Recruitment Officer's performance.

**PERSON SPECIFICATION****ESSENTIAL:**

- demonstrable experience in recruitment for higher education, at both tactical and operational levels;
- knowledge and understanding of the UK, EU and international markets in relation to student recruitment and in-country delivery of programmes;
- Experience of maintaining and developing relationships with schools and university counsellors;
- be results driven with experience of case and recruitment lead management for the purpose of generating applications and enrolments through all recruitment activities;
- ability to develop annual evidence-based operational recruitment plans and campaigns to deliver on a longer term strategic plan - using data and market research, insight and analysis to identify and evaluate recruitment opportunities and to inform recruitment plans;
- experience planning, prioritising and organising work on a daily, weekly and monthly basis, individually and part of a team, whilst ensuring the effective use of resources and delivering to tight deadlines;
- experience managing recruitment exhibitions and events to generate leads to challenging targets through recruitments events, agent engagement and school liaison activities;
- knowledge and experience of managing enquiries using a CRM systems and email;
- possess the ability and experience of working collaboratively within an integrated team and across the wider University;
- knowledge of current issues affecting Higher Education, specifically the recruitment of Home/EU and international students;
- knowledge and understanding of cultural difference and how to manage these in the context of student recruitment;
- excellent written and oral communication skills including the ability to negotiate and adjust information that needs careful explanation or interpretation to suit the needs of different audiences;
- excellent influencing skills and the ability to communicate with credibility, tact and diplomacy internally and externally;
- a high level of attention to detail;
- educated to degree level or equivalent experience in a relevant discipline.

**DESIRABLE:**

- a postgraduate or professional qualification in a relevant field (i.e. CIM, IDM);
- knowledge of Salesforce CRM system;

- driving licence;
- Experience of organising university events (i.e. Open Days, Virtual Events)
- proficiency in one or more foreign languages.

**DATE REVIEWED:**

October 2022