



# Recruitment and Admissions Adviser (UK/Europe) job description

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## POSITION OVERVIEW

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| <b>Job Title:</b>     | Recruitment and Admissions Adviser (UK/Europe)  |
| <b>Contract type:</b> | Full-time; permanent  |
| <b>Department:</b>    | Admissions  |
| <b>Reporting to:</b>  | Head of Domestic Recruitment  |
| <b>Location:</b>      | Central London – Bloomsbury   |
| <b>Remuneration:</b>  | £30,000 to £36,000 (depending on experience)  |
| <b>Start date:</b>    | 1 October 2017, if not a date earlier   |
| <b>Benefits:</b>      | Generous benefits package, including 25 days holiday allowance, excluding Bank holidays, group life assurance, group income protection, pension scheme (optional) and private healthcare (optional) |

Working with the Head of UK and European Recruitment, the role comprises two distinct functions: recruitment and admissions. It will contribute directly to the growth of the College through the management of an extensive programme of College-based recruitment events, including open days, taster days and offer-holder events, as well as student recruitment initiatives throughout the UK and Europe, , comprising a significant number of weeks' travel per year.

Working within a target based team with defined KPIs, the role will be responsible for admissions processing and management, from the point of initial application to enrolment, maximising conversion in support of undergraduate and postgraduate recruitment targets. The role will also manage the College's Student Ambassador Programme.

Key objectives include:

- To generate high quality enquiries from suitably qualified students
- To maximise enquiry to application conversion
- To process applications, offering a high quality customer service
- To maximise applications to enrolments, to meet recruitment targets

## DUTIES AND RESPONSIBILITIES

### Main Duties:

#### Planning and research

- To support the Head of UK and European Recruitment in determining the recruitment strategies, operational activity and resource allocation
- To research target schools and their contacts (HE counsellors, advisers and teachers)
- To research prospective educational agents and independent counsellors
- To gather intelligence on education qualifications, market trends and recruitment opportunities

#### Relationship development

- To initiate and develop relationships with school HE counsellors and advisers
- To initiate and develop relationships with educational agents and independent counsellors
- To maintain the accuracy of school, counsellor and agent data

#### Enquiry generation and conversion

- To manage an extensive programme of College-based recruitment events, including open days, taster days, offer-holder events and open lectures
- To implement an extensive programme of student recruitment activity, comprising a significant number of weeks' UK and European travel per year, including evenings and weekends
- To manage the NCH Student Ambassador Programme, which provides support to recruitment events and activities, both internal and external
- To plan itineraries, organising appointments and logistics within prescribed budgets
- To make presentations on the value of studying at NCH to diverse audiences
- To participate in student recruitment fairs, tours and UCAS exhibitions
- To conduct personal consultations with prospective applicants
- To conduct training sessions with agents and counsellors
- To host incoming school, counsellor, agent and student visits to NCH
- To undertake enquiry conversion activities, including telephone campaigns

#### Application processing and conversion

- To process and manage applications, direct and UCAS, in conjunction with colleagues in the admissions team and academic faculty
- To offer a high quality customer service to all applicants, at all stages of the application process

- To undertake application conversion activities, including telephone campaigns and individual consultations
- To ensure all student recruitment/admissions practices comply with current internal and external admissions and quality assurance policies, and ensure the maintenance of NCH's clearances with UK authorities and institutions

#### Teamwork

- To support the Head of UK and European Recruitment in determining required marketing support and collateral, in conjunction with the Marketing Team
- To promote and sustain a constructive, supportive and friendly working relationship with all customers, internal and external, including work colleagues and senior management

#### 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
- To proactively take responsibility for personal career development

Please note, this job description is correct at August 2017. It may vary in consultation with the post holder to reflect changes within the marketplace and NCH.

### **Qualifications**

#### **Training and Education**

##### Essential

- Educated to degree-level

##### Desirable

- Educated to degree-level in the humanities
- Professional qualification (e.g.: CIM)
- Sales training

### **Experience**

##### Essential

- Undergraduate student recruitment experience in a higher education environment
- Experience of giving presentations and advising students
- Experience of processing applications in a higher education environment
- Experience of application conversion activity

##### Desirable

- Experience of working in a target-based sales environment
- Experience of agent recruitment and management

## Skills and Knowledge

### Essential

- Ability to initiate and develop relationships with a wide range of contacts, internal and external to the College, in a professional manner
- Ability to plan multi city/country recruitment itineraries, maximising time and budget
- Ability and willingness to travel independently within the UK and overseas
- Ability and willingness to work outside of regular office hours, including evenings and weekends
- Excellent oral, written and presentation skills
- Ability to empathise and develop rapport with prospective/current applicants
- Ability to work proactively and independently to meet targets
- High level organisational and time management skills, including the ability to prioritise and manage workload
- High levels of accuracy and attention to detail
- Ability to work as part of a team, and to support colleagues
- Intrinsic belief in value of higher education and in studying the humanities

### Desirable

- Strategic planning skills: ability to research and identify opportunities in external market to support organisational goals
  - Analytical skills: ability to analyse and evaluate different markets and customer segments, and make recommendations accordingly
  - Thorough understanding of education systems in other countries
  - Knowledge and understanding of current education trends and changes in government policy and market environment, that affect student recruitment
  - Knowledge of Tier 4 Home Office student immigration compliance issues as they relate to the recruitment and admission of international students
  - European language proficiency
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