



UNIVERSITY OF
LINCOLN

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JOB DESCRIPTION**

JOB TITLE	Postgraduate Recruitment Officer				
DEPARTMENT	Communications, Development and Marketing				
LOCATION	Brayford Pool				
JOB NUMBER	CDM0040	GRADE	5	DATE	December 2018
REPORTS TO	Postgraduate Recruitment Manager				

CONTEXT

This role sits within the Postgraduate Recruitment team within the Communications, Development and Marketing department of the University of Lincoln. The post holder will be expected to support colleagues across CDM whilst having a particular focus on postgraduate recruitment.

To be responsible for undertaking postgraduate recruitment and supporting application growth. They will support with communications campaigns, conversion and undertaking market research, which will inform portfolio development.

Service standards for the area are set by others, role holders will be involved in determining and ensuring the delivery of the service due to the expertise that is required to understand the area and the user requirements.

JOB PURPOSE

The post holder will assist the Postgraduate Recruitment Manager in delivering the service standards of the University for postgraduate recruitment. They will be required to use their specialist skills or knowledge to undertake research, campaigns and conversion activities.

The post holder will be responsible for the marketing mix of postgraduate programmes. They will engage in portfolio research and development, they will be responsible for the communications mix including designing and writing marketing materials for print and on-line channels and for recruitment and conversion campaigns including undertaking and managing call-centres and live-link ups and a variety of events. The post holder will need to attend, and provide their support, at regular events both across the UK and at times internationally. They will be responsible for organising and managing events at the University and at various locations across the UK.

To provide regular reports on their work to their manager.

KEY RESPONSIBILITIES

Planning and Organisation

To deliver the postgraduate recruitment plan under the guidance of their manager.

To plan and organise their work, managing their own time and determining their priorities, to ensure that postgraduate recruitment objectives are met.

Work may include co-ordination of complex marketing activities such as portfolio development, developing marketing materials and events. They will forward plan and organise resources, communications campaigns, market research, projects and other activities.

The post holder will:

- Follow an annual plan for postgraduate recruitment and conversion activities for the University.
- Support the design of communications plans and materials.
- Deliver activities on time and within budget.
- Participate in writing reports and delivering presentations.

Management of Resources

To adhere to the financial regulations of the University and department.

To manage their own time and determine their priorities provided the required output is achieved.

Creativity and Problem Solving

To apply knowledge and judgement to determine the best approach from a number of identifiable solutions in order to resolve problems.

Decision Making

To be an experienced team member, able to support others and be able to stand in for or cover for colleagues in similar roles and regularly provide demonstration, guidance or advice to others in the team. They may lead others in departmental or team projects, such as event management.

To collate information to support planning, recruitment, marketing and course portfolio development activities.

Liaison and Networking

To build, develop and maintain relationships.

To maintain useful dialogue and information flow to inform decisions.

To contribute to and be an active participant of appropriate groups.

To be College facing, and take responsibility for a College following the business partner model of the University. They will meet the College regularly, and deliver the College postgraduate recruitment plan.

Other Duties

The post holder will work as a collegiate member of the CDM team. They will support colleagues within the team. They will hold specific duties around postgraduate recruitment, but will also support with undergraduate activities such as open days, supporting schools and colleges liaison; or providing print or web content.

Undertake any staff development deemed necessary for the effective performance of duties assigned to the post.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role

Reporting to the Postgraduate Recruitment Manager, the post holder will support in the delivery of postgraduate recruitment for the University. This role may involve collating and analysing data from many sources, making recommendations, sharing information and evaluating outcomes.

The post holder will need to undertake regular travel and develop good practice.

Due to the requirements of this role the post holder will need to participate in on the road travel which will require out of hours working, including evenings and weekends.

Key working relationships/networks

Internal	External
Registry The Admissions Team Programme leaders Colleagues in CDM Current students MIROs Library staff Careers & Enterprise	Feeder institutions Other universities Alumni Applicants/Decliners Stakeholders Employers Media and marketing agencies



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PERSON SPECIFICATION**

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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Educated to degree level or equivalent recognised professional qualification or equivalent experience	E	A
Experience:		
Experience of event organisation to a professional level	E	A,I,R,P
Experience of organising and prioritising a demanding workload	E	A,I,R
Experience of developing promotional literature across the communications mix	E	A,I,R
Experience of general office administrative duties	E	A,I,R
Experience of working within budgets and following finance procedures	E	A,R
Experience of working within the Higher Education or a commercial environment	D	A,R
Skills and Knowledge:		
Knowledge of the sector, customers, competitors and the issues affecting the postgraduate higher education market.	E	A,I
Competent IT Skills	E	A,I
Knowledge of legal issues relating to consumer rights, copyright, data protection, disability discrimination etc.	E	A/I
Ability to work under pressure on own initiative, to deadlines and without close supervision	E	I,R
Ability to work as part of a team	E	I,R
Excellent communication skills both oral and written	E	A,I
Knowledge of the Higher Education environment	D	A,R
Ability to produce accurate work	E	A,R
Competencies and Personal Attributes:		
Able to develop new and imaginative ideas and have a positive attitude towards problem solving	E	I,R
Self-motivated; able to work in an environment with frequently changing circumstances and conflicting priorities and be able to work proactively	E	I,R
Excellent attention to detail.	E	A,I
Be a positive team player and must be willing to travel in the UK and Internationally	E	A,I
Business Requirements:		

The University is committed to ensuring a positive work life balance for all staff and it is within this context that you will be expected to work flexibly and efficiently. Dependent upon the needs of the service and the requirements for the performance of the post, this will include on the road travel, working outside of normal office hours, including evenings and weekends.

E

A,I

Essential Requirements are those, without which, a candidate would not be able to do the job.
Desirable Requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author

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