

UK Student Recruitment Officer

Department:	Recruitment, Partnerships and Marketing (RPM)
Grade/ Salary:	Grade 6, £39,297 - £42,473
Contract Type:	Permanent
Hours:	35 per week (1FTE)
Location:	Hybrid based in New Cross, London

About Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

As a University we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Information for candidates with disabilities can be found on our [Disability & Individual needs](#) page. We are happy to supply information in alternative formats for disabled applicants. Please contact hr@gold.ac.uk to make your request.



Passionate about advancing equality
and celebrating diversity.
Together, we are different



Recruitment, Partnerships and Marketing

Recruitment, Partnerships and Marketing is responsible for attracting students to Goldsmiths – whether on our campus or at partner organisations through transnational education.

The Recruitment team is responsible for creating leads with potential students through in-person activities at recruitment fairs and school and college visits in the UK and internationally, alongside digital engagement.

The Partnerships team is responsible for delivering innovative academic partnerships in collaboration with higher education providers around the globe. They lead Goldsmiths' transnational education partnerships, creating, developing, and managing academic partnerships in the UK and internationally.

The Marketing team is responsible for driving positive brand engagement among students and their supporters. With a core focus on student recruitment, the team does this through compelling storytelling delivered through integrated campaigns across a range of channels and touchpoints including through the Recruitment and Partnerships teams.

UK Student Recruitment team

The UK Student Recruitment team is committed to providing advice and guidance to prospective students and their parents and supporters. The team also works closely with teachers and careers advisers at schools and colleges, with a focus on working with post-16 and mature students. Through the activities, events and projects they develop and deliver, they strive to encourage students to apply to Goldsmiths, regardless of their background. www.gold.ac.uk/schools-and-colleges

Job Description

Reporting to: UK Student Recruitment Manager

Line reports: none

Summary:

The Student Recruitment Officer works on a range of initiatives and projects with different audiences. The schools and colleges liaison work is focused on developing effective, sustainable working relationships with careers advisers and subject teachers, who work predominantly with post-16 and mature students. This area of work covers digital and print communications (such as GoldNetwork, our monthly e-newsletter) and devising and delivering on-campus, off-campus and digital/online events. Some of the school events are delivered solely by the UK Student Recruitment team, some are delivered in partnership with academic departments.

Project-based work is focused on developing student-led interest and connecting individual students with Goldsmiths. Current projects include the Year 12 master classes delivered through Goldsmiths Taster Days and Channel Talent, Young Writer Competitions, and large-scale HE and careers fairs organised by providers such as UCAS, UK Uni Search and What Career/What Uni.

As well as working with members of the team, this role also works with current students. This can be ad hoc (recruiting and training a student to attend an off-campus school event) or a short-term work placement in which an ambassador is providing admin or project support.

Although this role has a focus on event and project delivery, the functions that underpin a good project are equally important – market research, an understanding of the audience, data collection and management, budget management, safeguarding, effective team working, adapting to change, and evaluation and reflection.

As a member of the UK Recruitment Team, this role is also involved in the delivery of a number of Goldsmiths events including campus tours, undergraduate and postgraduate open days and applicant days, Clearing, and graduations.

Main duties:

- Contribute to the annual planning process and prepare fully-costed project plans for initiatives that deliver the UK Recruitment Team's strategy and objectives at

both undergraduate and postgraduate level Monitor and review project plans during the year, maintaining accurate financial information.

- Develop effective and sustainable relationships with selected UK schools and colleges that will generate applications to Goldsmiths' undergraduate courses. The focus of this work will be post-16 and mature students but, depending on the school, may include work with some pre-16 groups.
- Develop effective relationships and collaborative recruitment projects with academic departments, and professional services teams that work with schools and colleges and prospective students, such as Widening Participation and Student Marketing and Events.
- Devise and deliver a range of on-campus, off-campus and online/digital events that are designed to meet audience needs (students, parents, teachers), connect academic departments with teachers and schools, and engage prospective students with Goldsmiths. Ensure that good safeguarding practices are embedded in all event and project delivery.
- Prepare fully-costed integrated marketing campaigns (print, digital, social) for projects to ensure they meet their objectives for audience development. This includes identifying media, writing copy, and sourcing image assets (photography, video).
- Represent Goldsmiths at recruitment events across the UK, including large-scale HE fairs such as UCAS and UK Uni Search. This will include delivering presentations and providing information and advice on progressing to higher education and studying at Goldsmiths.
- Collate and analyse qualitative and quantitative data to provide market insight into recruitment trends and patterns, and audience behaviours. Evaluate and review activity against UK Recruitment Team objectives.
- Maintain accurate contact information for teachers and advisers. Comply with Goldsmiths' policies re. GDPR, data management and protection.

- Devise and deliver training sessions and briefing materials for students and staff colleagues, who are involved in project and event delivery.
- Support the work of the Communications, Marketing and Recruitment Directorate including support for key events including open days, applicant days, clearing, graduation, campus tours, and online events.

General duties:

- In addition, you will be required to undertake any other duties as may reasonably be required.
- At all times to promote the activity of the CMR Directorate by building effective relationships with internal and external stakeholders.
- At all times to carry out your responsibilities with due regard to the College's Code on Equality and Diversity and the Discrimination, Bullying and Harassment policy
- At all times to help maintain a safe working environment by attending training as necessary and following the College's Health and Safety Codes of Practice and Policy

Please note: This role will include some out of hours work (early mornings, evenings and weekends). You may also be asked to attend events in different parts of the UK, and some of these may require an overnight stay.

The UK Recruitment Team currently have a hybrid working pattern and staff manage their time between working from home and working on campus. Currently, this role will involve a minimum of 2 days per week on campus.

Person Specification

Detailed below are the types of qualifications, experience, skills and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with this criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form

C = Certificate

I = Interview

T = Test

	Category
Essential Criteria 1 - Qualifications	
A bachelor's degree or equivalent	A, C
Desirable Criteria 1 - Qualifications	
A current driving licence	A, C
Essential Criteria 2 - Experience	
At least two years of experience of working within student recruitment, higher education outreach or a charity, community group or other organisation focussed on education or outreach	A, I
Experience of planning and managing a calendar of activity, and delivering projects and events involving a range of stakeholders (eg academic departments, schools and colleges)	A, I
Experience of designing activities to meet the needs of a defined audience, and devising and delivering a marketing campaign (print or online) to engage the audience in the activity.	A, I
Experience of managing project budgets, following financial procedures, maintaining accurate financial records, liaising and negotiating with suppliers.	A, I
Significant experience of working collaboratively in an online working environment (eg MS Teams, Sharepoint, Google Workspace) and co-creating resources with colleagues.	A, I
Desirable Criteria 2	
Experience of using online and digital event and meeting platforms (eg Zoom, AirMeet, GoogleMeet, iVent, MS Teams Live, MS Teams Webinars)	A, I
Experience of using the Higher Education Access Tracker (HEAT) database.	A
Essential Criteria 3 – Knowledge	
Comprehensive and current working knowledge of the UCAS application process and UK undergraduate student funding and finance	A, I
Understanding of current issues, challenges and opportunities that affect students, and the Higher Education sector	A, I
Current working knowledge of GDPR and good practice in data protection and data management.	A, I

Current working knowledge of safeguarding practices for in-person and online/digital environments.	A, I
Essential Criteria 4 - Skills	
Excellent communicator: you will be experienced and confident in adapting materials for, and engaging with, a variety of audiences (eg students, mature students, parents, careers advisers, subject teachers, heads of sixth form, community groups).	A, I, T
Able to develop and sustain effective and supportive working relationships with internal and external stakeholders	A, I
A proven ability to deal with a varied and complex workload, including the ability to organise your own workload, prioritising a variety of tasks while working under pressure and to strict deadlines. You will have the ability to work independently and as a committed team member, working on own initiative	A, I
Ability to adapt to change quickly and positively	A, I
Able to interpret qualitative and quantitative data to provide reports and market insights that further knowledge and understanding.	A, I
Essential Criteria 5 – Other	
Experience of proactively advancing equality for diverse student and / or staff communities (for example, people of colour, disabled people, people of diverse faith backgrounds, LGBTQ+ people and other marginalised groups)	A, I
Willingness and availability to travel extensively throughout the UK. Overseas travel may be required if the departmental needs are not covered.	A, I

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on or before the first day of appointment.

June 2026

Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives
- On-site [dining facilities](#)
- Access to [University of London facilities](#) such as Senate House Library

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about.

Thank you for your interest in working with us, we wish you all the best with your application.