EU Student Recruitment Officer

<table>
<thead>
<tr>
<th>Department:</th>
<th>Student Recruitment</th>
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<tbody>
<tr>
<td>Grade/ Salary:</td>
<td>Grade 6, £34,403.15 - £37,258.50</td>
</tr>
<tr>
<td>Contract Type:</td>
<td>12 months fixed term</td>
</tr>
<tr>
<td>Hours:</td>
<td>35 per week (Full time)</td>
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<tr>
<td>Location:</td>
<td>New Cross, London</td>
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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.

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

1 Goldsmiths, University of London, New Cross, London, SE14 6NW
The Directorate

Student Experience Directorate (SED) was formed to bring together the pivotal professional service departments that underpin the student journey, to contribute to the success of our academic departments, and to directly support the four pillars of the Strategic Plan. To ensure that all students thrive at Goldsmiths, engaging with the general life of the university is as important as, and can enhance, their academic endeavour. SED services give students an exemplary application and admissions experience, a warm welcome and comprehensive induction, the opportunity to complement their academic learning with critical support and advice, co-curricular learning and development opportunities, and to stay engaged with us as friends and Alumni after they graduate. SED works alongside, and in support of, the university academic departments and all other professional services, to make sure every student gets the support, information and advice they need to fully engage with the University, the wider community and their peers.

UK/EU Student Recruitment & Widening Participation team

The UK/EU Student Recruitment & Widening Participation team is committed to providing advice and guidance to prospective students, their parents, supporters, schools and colleges. Through the activities, events and projects they develop and deliver, they strive to encourage students to apply to Goldsmiths, regardless of their background. The team sits within the wider Student Recruitment Department, which encompasses Student Marketing and Events, Admissions, International Recruitment & Global Opportunities, Enquiries and the English Language Centre.

www.gold.ac.uk/schools-and-colleges

Job description

Reporting to: Head of UK/EU Student Recruitment and Widening Participation

Summary:
The EU Student Recruitment Officer is responsible for the recruitment of students from the European Union to undergraduate and postgraduate programmes at Goldsmiths, University of London. The role holder will independently design, project manage, deliver
and evaluate brand awareness, lead generation and conversion activities to prospective
EU students and their influencers which directly contribute to achieving the objectives
of the three-year UK/EU Student Recruitment and Widening Participation strategy. This
will incorporate a variety tactics, including digital channels, agent relationships and face
to face visits within key target markets. This role has sole oversight of the EU market,
but will be supported by the wider UK/EU Student Recruitment and Widening
Participation team to deliver recruitment activities during busy period of the recruitment
cycle. The EU Student Recruitment Officer will also support the wider UK/EU Student
Recruitment and Widening Participation team by representing Goldsmiths at school,
college and recruitment events in the UK and on campus.

Main duties:

• Work with the Head of UK/EU Student Recruitment and Widening Participation to
develop an annual plan of EU student recruitment activities recruiting to
undergraduate and postgraduate programmes at Goldsmiths. and deliver this plan
in market.

• Deliver the annual EU student recruitment plan by participating in the full range of
EU recruitment events, including attending EU recruitment exhibitions (along with
managing associated logistics), making presentations on issues in relation to study
at Goldsmiths, visiting agents, delivering in-country pre-departure briefings and
conversion activities.

• Working with the Head of UK/EU Student Recruitment and Widening Participation,
identify ways to maximise recruitment of EU students to postgraduate programmes
at Goldsmiths.

• Identify opportunities to build and maintain relationships with schools in target
markets.

• Identify opportunities for developing new EU agent relationships. Develop new
agent relationships, coordinate all paperwork, training, relationship management
and payments.
• Maintain relationships among a network of school counsellors and education partners using a variety of in-personal and digital channels, exploring new opportunities to strengthen these relationships further.

• Identify opportunities to minimise the impact of ‘Brexit’ and reassure prospective students and their influencers (school counsellors, parents and supporters) of the value of UK higher education.

• Respond to requests for visits to the institution for groups of potential students and their advisors, including liaison with academic staff and with support staff, participating as required.

• Work closely with academic colleagues responsible for the admissions and recruitment of EU students to build academic led opportunities to engage with prospective EU students.

• Promote the activity the UK/EU Student Recruitment and Widening Participation team and wider Student Recruitment department by working across professional service departments, academic departments, the Students’ Union and external stakeholders.

• Develop a close working relationship with the International Recruitment and Global Opportunities team to share skills and insights within the international recruitment sector, as well as collaborate on marketing and recruitment activities where appropriate.

• Source and analyse data to produce regular progress reports against pre-agreed KPIs and inform decision making within EU student recruitment activities.

• Plan and manage defined project budgets, ensuring that any spend demonstrates value for money and that projects remain on budget.

• Using both quantitative and qualitative data, ensure all projects and activities are sufficiently evaluated in order to inform a programme of continuous improvement among EU student recruitment processes and activities.
• Work closely with the Student Marketing team to support conversion initiatives and identify new ways of marketing to EU students.

• Provide insight and advice to the Head of UK/EU Student Recruitment and Widening Participation and Director of Student Recruitment on regulation and legislation pertaining to EU students, including immigration, fees and funding.

• Stay up-to-date with sector news and insights by maintaining professional networks and attending regional and national conferences where appropriate, sharing key information with the wider UK/EU Student Recruitment and Widening Participation where appropriate.

• Be committed to personal professional development, to ensure highest quality of service to students and their influencers.

• Support the UK/EU Student Recruitment & Widening Participation team and wider Student Recruitment Department in the delivery of all events.

• You will be required to undertake any other duties as may reasonably be required.

• Ensure that you are aware of and aligned with Goldsmiths’ Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity.

• At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths’ Health and Safety Codes of Practice and Policy.

**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.

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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
- R = Reference
- T = Test / P = Presentation

<table>
<thead>
<tr>
<th>Category</th>
<th>Essential Criteria 1 - Qualifications</th>
<th>Desirable Criteria 1 - Qualifications</th>
<th>Essential Criteria 2 - Experience</th>
<th>Desirable Criteria 2 - Experience</th>
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<tbody>
<tr>
<td></td>
<td>A bachelors degree or equivalent experience</td>
<td>A qualification in marketing or careers guidance</td>
<td>Experience of working in a student recruitment, schools and colleges liaison, admissions or marketing role or similar within a higher education setting</td>
<td>Experience of building relationships with schools, colleges and universities</td>
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<tr>
<td></td>
<td>A, C,</td>
<td>A, C</td>
<td>A, I</td>
<td>A, I</td>
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<td></td>
<td>Experience of delivering engaging presentations to small and large groups including young people</td>
<td>Experience of planning, managing and evaluating projects and/or events</td>
<td>Experience of working across multiple projects simultaneously</td>
<td>Experience of using CRM programmes</td>
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<tr>
<td></td>
<td>A, I, P</td>
<td>A, I</td>
<td>A, I</td>
<td>A</td>
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<tr>
<td></td>
<td>Experience of writing project plans and reports</td>
<td>Experience of recruiting students from the EU</td>
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<td>A, I</td>
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**Essential Criteria 3 – Knowledge**

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<thead>
<tr>
<th>Knowledge</th>
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<tr>
<td>Knowledge of UK higher education admissions at undergraduate and postgraduate levels, including UCAS</td>
<td>A, I, P</td>
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<tr>
<td>Knowledge of latest guidance and legislation pertinent to EU students studying in the UK</td>
<td>A, I, P</td>
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<tr>
<td>Understanding of issues affecting EU students looking to study in the UK and their influencers</td>
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**Desirable Criteria 4 - Knowledge**

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<th>Knowledge</th>
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<tr>
<td>An understanding of high school qualifications within the EU</td>
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<td>Knowledge of digital marketing</td>
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**Essential Criteria 4 - Skills**

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<th>Skills</th>
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<tr>
<td>A proven ability to deal with a varied and complex workload, including organising and prioritising a variety of tasks while working under pressure and to strict deadlines</td>
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<td>Excellent customer service skills</td>
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<td>The ability to work and make decisions independently</td>
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<td>The ability to work effectively as part of a team</td>
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<td>Excellent interpersonal skills in order to engage and advise internal and external stakeholders, gaining their respect and secure their support.</td>
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<tr>
<td>Ability to generate and analyse statistical information and reports</td>
<td>A, I</td>
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<tr>
<td>Ability to use data to inform planning and decision making</td>
<td>A, I</td>
</tr>
<tr>
<td>Excellent written and verbal communication skills with the ability to present complex information to a variety of audiences, including those who English is not their first language</td>
<td>A, I, P</td>
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**Desirable Criteria 4 - Skills**

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<tr>
<th>Skills</th>
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<tr>
<td>Speak an EU language to a competent level in addition to English</td>
<td>A</td>
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**Please note:** The ability to travel within the UK/EU and work some evenings and weekends will be required for this role. It is expected that you will spend approximately 12-14 weeks per year abroad. You should therefore have no restrictions on travelling throughout the world. Restrictions on travel must be declared prior to interview.
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 the first day of appointment.

For more information about the role, please contact Vicky Downie, e-mail v.downie@gold.ac.uk.

March 2021 (of writing)

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.

You’ll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- On-site cinema, Curzon Goldsmiths, with staff discounts and special screenings
- 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
- Access to exclusive discounts, including high street retailers
• Maternity, paternity, shared parental leave and adoption leave and pay and tax efficient childcare voucher scheme
• Contractual sick pay provision
• Free eye tests
• Wellbeing initiatives including the Chaplaincy and Staff Choir
• On-site dining facilities and gym
• 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](http://www.gold.ac.uk/about).

We can supply information in alternative formats for people with a visual impairment or dyslexia. For this please contact [hr@gold.ac.uk](mailto:hr@gold.ac.uk), or visit [www.gold.ac.uk/hr](http://www.gold.ac.uk/hr).

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