**JOB DESCRIPTION**

This form summarises the purpose of the job and lists its key tasks.

It may be varied from time to time at the discretion of the College in consultation with the postholder.

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| **Job Title:** Senior Communication & Conversion Officer | **Job ref no:** PSD-0039-25 |
| **Grade:** 5 | **Department:** External Relations |
| **Accountable to:** Deputy Head of Admissions | **Responsible for:** N/A |

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| **Job summary:**  The post-holder is a part of the Admissions and Applicant Services Team and will be responsible for providing a tailored applicant experience to support the achievement student recruitment targets, in line with the RVC’s strategic goals. The post-holder will, under the guidance of the Deputy Head of Admissions, be responsible for devising and executing communication plans that successfully nurture applicants through to enrolment and intervention plans that help the RVC in delivering Access and Participation Plan targets and goals. They will lead on a data-driven approach by undertaking regular analysis and evaluation of data and information relating to conversion and intervention performance, producing regular reports, and using this analysis to inform future activities. |
| **Competency: Service Delivery**  **Key tasks:**   * Lead on the production of the Applicant Handbook, ensuring it is updated, produced, and distributed in a timely fashion and is on brand. * Undertake annual reviews of all applicant communications and webpages, ensuring general housekeeping (checking links, updating dates etc) is undertaken and any improvements based on lessons learnt are implemented. * Manage the scholarship allocation processes for new students, ensuring applicants are long/short listed in accordance with the relevant scholarship rules and that final selections are made in accordance with RVC policy. * Manage the accommodation allocation process, ensuring that rooms are allocated in accordance with RVC policy and that the process is operated to minimise any financial impact to the RVC. * Ensure accuracy of data and records within the student record system, CRM system or any other system used. * Manage individual workload to ensure compliance with agreed service levels. * Attend Open days, HE conventions and other recruitment and conversion events as required. |
| **Competency: Analysis & Research**   * Ensure a data-driven approach is taken to plans and activities. * Ensure appropriate data and metrics are collected at every opportunity to allow regular and continued review. * Undertake evaluation and analysis on activities and initiatives, providing reports on their performance and impact and make recommendations for change/improvement. * Work with relevant Colleagues (e.g., Marketing) to design questionnaires and surveys about the applicant journey, analyse, and report upon these. * Contribute to relevant market research, as required. |
| **Competency: Planning and Organising** **Key tasks:**   * Work closely with the Deputy Head of Admissions and Senior Admissions Officers to develop, plan, implement and execute a communications plan for undergraduate and postgraduate offer holders to nurture them from application through to enrolment at the RVC. * Plan and develop a series of intervention activities for specific groups of applicants, as defined by our Access and Participation Plan, designed to improve their ability to succeed and enrol as RVC students. * Ensure that communications plans incorporate and consider procedural communications and that accurate records of such communications are maintained, as required. * Develop innovative conversion campaigns using a range of tactics across different platforms designed at supporting applicants through the application journey. * Segment audiences and tailor messages to create relevant and targeted communications for individual groups of offer holders. * Work with Marketing to develop digital and social media content to support conversion and intervention activities. * Manage the logistics of undergraduate selection interview days, ensuring booking of appropriate rooms, staff, students, and facilities. * Manage student ambassadors who assist with admissions/applicant services events, ensuring they are appropriately trained, are allocated roles as appropriate and records are maintained to ensure the timely authorisation of their pay. * Ensure all activities are delivered within budget. |
| **Competency: Communication**  **Key tasks:**   * Maintain and develop webpages and areas relating to admissions, applicants and offer holders, ensuring content is appropriate and designed for the target audience(s) * Monitor sector best practice for providing advice and guidance to applicants and, where appropriate, implement changes or improvements. * Liaise with colleagues across the RVC to develop content and gain support in delivering specific interventions. * Ensure all activities comply with the latest legislation such as GDPR and Competition and Market Authority requirements. * Maintain high levels of tact and diplomacy at all times, ensuring continual awareness of data protection regulations and the need for confidentiality. |
| **Competency: Knowledge and experience**  **Key tasks:**   * Maintain a general overview of full student lifecycle from enquiry to alumni and understanding of the importance of admissions processes in maintaining student records and contribution to overall applicant and student experience. * Maintain comprehensive understanding of RVC brand guidelines, ensuring all content complies and ensure other members of Admissions and Applicant Services are aware and produce compliant content. * Maintain comprehensive understanding of the Admissions process and key dates and deadlines. * Develop in-depth understanding of RVC’s target audiences and the information they require at key points of the applicant journey. * Develop a good understanding of the RVC’s Access and Participation Plan and the targets within it. * Maintain a working knowledge of html. * Maintain a strong understanding of both CRM and SITS processes. * An ability to handle, interpret and evaluate data and provide reports to a wide range of audiences. |
| **Flexibility:**   * To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above. |