**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:**  | Student Recruitment Manager  | **Job ref no:** | PSD-0040-25 |
| **Grade:**  | 6 | **Department:** | External Relations |
| **Accountable to:**  | Head of Student Recruitment & Widening Participation | **Responsible for:** | Student Recruitment & Widening Participation Coordinator |
| **PS created by/ or reviewed by:** | Chris Hobson | **Date PS created/ reviewed:** | January 2025 |

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| **Job summary:**The Student Recruitment Manager is an integral member of the Student Recruitment & Widening Participation team; whose shared objective is to attract and recruit a diverse student population across our undergraduate and postgraduate pathways in line with current and evolving institutional objectives and targets. The Student Recruitment & Widening Participation Manager is primarily responsible for leading on all events/interventions which help the Royal Veterinary College (RVC) achieve these objectives. Examples include, but are not limited to, campus tours, clearing, email campaigns, incoming visits, international recruitment, offer holder events/interventions, open days, Pre-Vet Summer School (lead), vacation schools, webinars and work experience programme; all of which are vital vehicles in supporting prospective students’ progression to the RVC pathways.The post holder will lead on their team’s contribution to the continued integration of the RVC’s customer relationship management (CRM) across all events/interventions and ensure its utilisation by the entire Student Recruitment & Widening Participation team. This will include, but is not limited to, providing support to colleagues, developing the use of the system to improve interventions/campaigns, proposing functional developments to the platform and ensuring our ability to harness the CRM data to report on the impact of activities. Communication and engagement with internal and external stakeholders are vital to ensure success in this role. The post holder will work seamlessly across the team to ensure that Widening Participation values are embedded within every activity/intervention and to pro-actively seek out synergies in planning and delivery, which will contribute to budget and time efficiencies. Furthermore, they will ensure that the data insight team has access to all of the required information in order for them to be able to evaluate the success of Student Recruitment and Widening Participation activities. The post holder will also be required to work at a local, regional, national, and international level – upholding the values and behaviours of the RVC at all times. The post holder will manage the Student Recruitment & Widening Participation Coordinator. They will also contribute to the recruitment, development and deployment of Student Ambassadors to deliver quality experiences at events, through providing feedback on performance and reinforcing behaviour/knowledge expectations.The role is based at the RVC’s Camden Campus, but requires frequent attendance at the RVC’s Hawkshead Campus, as well as supporting off-site events both domestically and internationally which can be outside of typically working hours. |

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| **Competency: Service Delivery**Key tasks:* To develop and implement the student recruitment strategies which have Widening Participation values embedded within them in order to achieve student number targets of both home and international students in line with institutional objectives.
* To lead on the implementation and management of inventions/events and to create reports.
* To be the point of contact for all international school requests - responding where appropriate and delivering engagement activities as required.
* Represent the RVC externally including, but not limited to, careers fairs and exhibitions both domestically and internationally.
* Take a leading role in all student recruitment events (online, on-campus and off-campus) proactively ensuring in accessibility for all. Examples include, but not limited to; campus tours, clearing, email campaigns, incoming visits, international recruitment, offer holder events/interventions, open days, open houses, taster courses, Pre-Vet Summer School (lead), vacation schools, webinars, and work experience support programme.
* Develop and report on evaluation procedures for all Student Recruitment & Widening Participation events, using data insights to proactively develop activities/interventions/campaigns to make them more effective/efficient. As well as collaborating with the data insight team to ensure accurate evaluation.
* Develop and implement a targeted and tailored nurture campaign for prospective applicants (RVC For Me) that inspires students, no matter their background, to study at the RVC.
* Develop and implement a targeted campaign/interventions for international guidance counsellors as part of our RVC for Counselors Network.
* To lead in the organisation, delivery and development of the Pre-Vet Summer School (PVSS) ensuring that the planning stage is in synchronicity with the other vacation schools to identify efficiencies.
* Collaborate with our Admissions team around conversion activities to help create and deliver a nurture campaign for Offer Holders in order to increase conversion rates, particularly for the pathways which aren’t typically oversubscribed.
* Maintain strong professional relationships with internal RVC departments to stay at the cutting edge of RVC developments and to facilitate their support at Student Recruitment & Widening Participation events.
* Work harmoniously with the Marketing Team to develop new content to satisfy the demands of international prospective students whether that be printed, digital or in-person, all in line with branding guidelines.
* Responsible for ensuring accurate and engaging content in the Student Recruitment areas of the RVC website, and contribution to other specific areas of the website providing information to target groups of students.
* Responsible for the student recruitment content on external websites that help the Student Recruitment & Widening Participation team achieve their objectives/targets.
* A logical, thorough and process driven approach to all working practices in line with regulatory compliance policies. Examples include, but are not limited to; General Data Protection Regulation (GDPR), Competition and Markets Authority (CMA) and Data Protection Act (DPA).
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| **Competency: Communication**Key tasks:* Develop and manage professional relationships with prospective and enrolled students, as well as Graduates, so that we can harness their passion/experience to attract new students through events, interventions and/or being the place of recommendation.
* Proactively building effective relationships with key external stakeholders both domestic and international, particularly school and college staff, guidance counsellors and parents, demonstrating excellent communications, influencing, and networking skills.
* To effectively communicate event logistics with all stakeholders including external contacts, partners, teachers from a range of schools, pupils and RVC staff to ensure an efficient and successful delivery.
* Construct and deliver inspiring presentations and supporting the development of content, collateral and marketing materials which deliver our key messages to our target audiences, in line with branding guidelines.
* Provide training and produce training manuals for team members, student ambassadors and staff to ensure that the delivery of activities is appropriate and accessible for the range of students involved in projects and activities.
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| **Competency: Planning & Organisation**Key tasks:* A logical, thorough and process driven approach to all working practices.
* Manage own workload pro-actively, identifying problems and presenting innovative solutions.
* Manage all events and interventions through the CRM, prioritising the capture and management of accurate data, in line with GDPR.
* Embed outcomes from all insights to develop existing approaches and activities.
* Ability to successfully manage multiple projects at the same time; meeting both deadlines and objectives.
* Ensure that events/interventions can be staffed and resourced.
* Identifying academic and technical staff who can contribute to the development and delivery of tailored recruitment activities and interventions.
* Organise events within budget and in line with the RVC Events Policy (and others as appropriate), considering both internal and external factors. Ensuring that they can be resourced, staffed, and are focused on achieving departmental/RVC objectives.
* Ensure that activities are risk assessed and take responsibility for ensuring recommended actions are adhered to.
* Create and update process plans for all activities/interventions.
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| **Competency: Analysis & Research**Key tasks:* Work proactively with colleagues who provide evaluation reports e.g. Admissions, to interrogate and implement findings to improve events/interventions.
* Identify new sources of information/data that can improve and/or make events/interventions more effective.
* To pass on information appropriately to the Head of Student Recruitment & Widening Participation; this could range from benchmarking against best practice, evaluating current work and proposing new workstreams in addition, to provide appropriate summary and analysis of event success.
* Measure and report on the impact of events/interventions utilising CRM data and other data insights to evaluate success against objectives.
* Producing reports and presenting to working groups and committees as appropriate.
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| **Competency: Teamwork & Motivation**Key tasks:* Be proud and passionate to represent the RVC; embodying the values and behaviours of the institution at all times.
* A committed desire to support the prospective student journey from first point of contact to enrolment, no matter their background/location.
* Line manager the Student Recruitment & Widening Participation Coordinator so that they have a clear direction and are supported to ensure that their responsibilities are completed deadlines and in line with targets.
* Fostering effective and supportive relationships with staff across External Relations and other departments to ensure effective working towards targets.
* Be a role model for institutional collaboration; supporting as many events as possible, in addition to those within the Student Recruitment & Widening Participation Team, without affecting day to day responsibilities/deadlines. Examples include, but are not limited to, Graduation, Open Farm Sunday, Student Selection Interviews, OSCEs and Communication Skills facilitation.
* Provide appropriate training and support to staff members involved in student recruitment related tasks.
* Collaborating with the Head of Student Recruitment & Widening Participation in the recruitment, training, motivation, and support of Student Ambassadors so that they deliver quality work within behaviour expectations.
* To feed into the RVC External Relations directorate’s shared goals and be an engaged member of the team.
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| **Competency: Initiative and Problem Solving**Key tasks: * Adopt a reflective approach to develop both oneself and others.
* To pro-actively identify, develop, and deliver innovative new events, interventions and resources that inspire students to enrol at the RVC and/or facilitate teachers/guidance counsellors recommending the RVC as a study destination.
* Facilitate regular reflection opportunities by engaging with internal and external stakeholders e.g. feedback and focus groups. Sharing the insight and delivering actionable outcomes which develop ways of working, interventions, and events.
* Foresee and identify challenges that may arise as a result of changes in policies or procedures (internally or externally) and provide innovative solutions.
* Follow up all on all leads (escalating where necessary) in order to provide the best level of service.
* Effectively utilise the Student Recruitment & Widening Participation Coordinator and Student Ambassadors to help the Student Recruitment & Widening Participation team meet their objectives.
* To maintain professionalism and excellent service when problem solving; especially when dealing with challenging situations that require embracing change to successfully negotiate.
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| **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 and outside of typical working hours.
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