# Title: Student Recruitment Coordinator

**Responsible to:** Marketing and Admissions Manager

**Reporting to:**  Student Recruitment Team Leader

**Grade:** 4

**Contract Status:** Permanent

**Hours of work:** Full Time (37 hours p/w)

**Date:** February 2022

**Role Summary:**

* To work as part of the College front of house team, guiding new students through the application and enrolment process, dealing with face to face enquiries, telephone calls, and e-mail communications. Understanding and explaining the various fees and financial support available to students.

# To provide a comprehensive and proactive information, advice and guidance service to all potential College students, visitors and customers, across the full range of media (in person, by phone, by text and by email)

# To ensure that outstanding customer service is delivered to all. To ensure that enquiries, applications and enrolments are recorded and distributed in accordance with College procedures and service standards.

* To support the College’s activity to maximise the recruitment of students including coordinating the College’s school liaison activity and ensuring that the student experience as a City College applicant is outstanding.
* To meet recruitment targets ensuring that conversion rates from application to enrolment are maximised, ensuring recruitment is ongoing and flexible.
* Attend internal recruitment events and external careers fairs and exhibitions providing advice and guidance to students and parents, working flexibly and independently. **Events are often during evenings, early mornings and weekends and frequency may be high during peak recruitment periods.**

**Key Responsibilities:**

* Provide Information, Advice and Guidance services (face to face, on the phone and on email) to a wide variety of customers, monitoring and processing all course applications and interview schedules. Understand and explain the relevant fee payments and funding support available to applicants.
* Monitor and analyse regular application reports, assessing and progressing applications in accordance with College procedures and service level agreements.
* Work directly with curriculum areas to ensure that all necessary pre-enrolment information is received and recorded to contribute to the college enrolment process and provide an outstanding student joining experience.
* Respond to queries and requests for support from applicants, staff and students, including delivering impartial advice and guidance on course and progression choices, financial and childcare support.
* Enable recruitment and guidance procedures to be carried out in line with best practice guidelines with regard to safeguarding, equality and diversity.
* Provide accurate information for students referred through Job Centre Plus schemes, ensuring that college tutors and job centre staff receive regular updates and communication in line with service level agreements.
* Support the College’s marketing and information gathering activity, ensuring that opportunities to promote are sought out as well as responded to, and to evaluate the success of this activity in the interests of continual improvement.
* Promote and foster good links with schools, agencies and other referral sources to increase applications in line with College targets, and develop and improve College services.
* Coordinate and lead activities which form part of the admissions process, such as keep-warm course tasters, interview sessions and Open Evenings.
* Assist the application, admissions process, service level agreements, fees and enrolment for 14-16 learners.
* Monitor and report attendance, and support teaching staff with behavioural issues and disciplinary procedures for 14-16 learners, liaising with partner schools and organisations in line with service level agreements.
* Attend internal and external recruitment events representing the college including assembly presentations, careers fairs and open evenings.
* Cover the work of other colleagues within Marketing and Admissions where necessary and take on the coordination of small projects in order to broaden personal experience.
* Keep up-to-date with developments in the College curriculum and progression opportunities, and in the wider world of education, in order to ensure that information is timely and accurate.
* Contribute to the development and implementation of the department quality improvement plan.
* Present the college in the best light at all times and ensure that all areas of personal activity comply with standards laid down by the college and relevant outside agencies.
* Undertake professional development and training to contribute to individual and College development as agreed through the College Performance Appraisal Scheme process.
* Carry out all duties with due regard to Health and Safety Regulations.
* Ensure compliance with the Financial Regulations of the College.
* Positively promote equality of opportunity for staff and students.
* Carry out other duties as may reasonably be required from time to time.

This job description is intended to provide a general guide to the duties and responsibilities of the post and aims to set this in the context of the framework within, which the post holder is expected to operate.

This job description should not be viewed as a legal document not a set of conditions of service and it can be received at any time in light of the needs of City College.

Any amendments to the job description will be discussed with the line manager and post holder and subsequently confirmed in writing.

This job description is correct at February 2022. It will be updated in consultation with the post holder as circumstances change.

**PERSON SPECIFICATION: Student Recruitment Coordinator**

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|  | **Essential** | **Desirable** | **How Assessed** |
| **Education, Qualification and Training** | | |  |
| GCSE English and Maths at grade A\*-C/9-4 | X |  | Application and Certificates |
| Educated to at least Level 3 | X |  | Application and Certificates |
| Information, Advice & Guidance (IAG), Learning Support, Sales or similar qualification at Level 3 or above |  | X | Application and Certificates |
| **Experience** | | |  |
| Experience of a customer service role | X |  | Application and Interview |
| Experience of working with 14-18-year olds |  | X | Application and Interview |
| Experience of delivering presentations and explaining information and processes |  | X | Application and Interview |
| Experience of working at promotional or guidance events |  | X | Application and Interview |
| Experience in an education or training organisation |  | X | Application and Interview |
| Experience of coordinating multiple administrative tasks | X |  | Application and Interview |
| Experience of delivering Information, Advice and Guidance (IAG) |  | X | Application and Interview |
| **Knowledge and awareness** | | |  |
| Understanding of data protection | X |  | Application and Interview |
| Understanding of factors that influence student choice and strategies for affecting these |  | X | Application and Interview |
| Knowledge of current Further Education funding for courses and student eligibility |  | X | Application and Interview |
| **Skills** | | |  |
| Ability to communicate with external stakeholders and customers with conviction and clarity | X |  | Application and Interview |
| Ability to coordinate and deliver external visits and events, including group presentations to large audiences |  | X | Application and Interview |
| Ability to work in an environment of change, contributing and adapting to new ways of working | X |  | Application and Interview |
| Creative problem-solving ability | X |  | Application and Interview |
| Ability to take ownership of issues and problems and work to find an appropriate solution | X |  | Application and Interview |
| Ability to work as part of a team | X |  | Application and Interview |
| Full driving licence |  | X | Application |
| **Attitudes and Attributes** | | |  |
| Passionate about developing people through education | X |  | Interview |
| Demonstrates a ‘can do’ attitude and a commitment to outstanding service | X |  | Interview |
| Organised and thorough in approach to work tasks | X |  | Interview |