

Job Description

Job Title	Graduate Advocate	Code	
Subject/Service Area	Student Futures/ Corporate Communications		
Reports to	Head of Student Recruitment		
Accountable To	Head of Student Recruitment/ Director of Student Futures		

Purpose of Job

The role of the graduate advocate is to support the University's marketing and student recruitment activities and to assist in the development of the schools outreach activities, recruitment fairs, enquiry management, campus tours and open/visit days. The graduate advocate will be required to assist in administrative tasks within the department and take an active role in delivering projects to young people.

The post will support the department at a number of levels levels:

1. Project planning and delivery related to marketing and student recruitment. This requires taking an active role in planning, designing and delivering recruitment activities both on and off campus and virtually
2. Facilitate student aspiration building from first point of contact, working with prospective and current students to build understanding and confidence in planning for after university
3. Administrative duties as requested by the line manager and other senior managers.

Key Tasks / Responsibilities

The graduate advocate will be required to work flexibly across the whole range of recruitment and marketing activities, undertaking general office duties and specific project support and delivery.

The post holder will be responsible for:

- organising all aspects of their own work and ensuring professionalism at all times
- delivering recruitment activities of the highest quality both internal and external with a particular focus on community outreach
- support organisation, planning and delivery of on campus events such as Open/Applicant Days
- working with colleagues within the Student Futures/ Corporate Communications teams and across the University to plan and implement arrangements for the delivery of recruitment and marketing activities
- ensuring that all documents, databases, spreadsheets and records are accurate and kept up to date
- monitoring and evaluation of activities, as directed by line manager
- checking required deadlines, ensuring that these are met and keeping action plans up to date
- processing all enquiries professionally and in a timely manner ensuring that all activities undertaken comply with Liverpool Hope University policy and procedures and in particular health and safety guidelines

- all other tasks required as and when necessary

Work Performed (relating to key tasks)

The post holder will be required to work as part of the Student Futures/ Corporate Communications team to deliver Liverpool Hope University marketing and recruitment activities, including:

- marketing the University and its courses
- supporting on campus events such as Open/Applicant Days
- providing clerical support for a range of relevant activities
- working with academic and administrative staff across the university
- working with Student Advocates/Ambassadors
- organising visits to and from the university e.g. with target schools and colleges
- as required, linking with other third party organisations
- developing and delivering workshops for groups of young people, parents and adult learners
- developing and delivering PowerPoint presentations to groups of young people, parents and adult learners
- monitoring and evaluation of recruitment activities and provide short summary reports
- representing Liverpool Hope University at meetings and conferences and providing feedback to the team
- Hosting zoom workshops with prospective students
- Undertaking any other duties as appropriate

Materials, resources & equipment to be used

Materials used will include:

- Microsoft office packages, specifically excel, powerpoint and word
- Display equipment including exhibition stands and banners
- Scanners at UCAS events to process data

Qualifications / Experience Required

An undergraduate degree is required and applicants should have some experience of working with young people.

<p>Regular contacts (internal / external)</p> <p>The post requires good interpersonal and communication skills, as there is constant contact by telephone, email and face to face with a variety of internal and external contacts.</p> <p>This includes:</p> <ul style="list-style-type: none"> • Academic and support staff at the University • Current students • Teachers and pupils in schools and colleges • Parents of prospective students <p>There will be regular contact with the UK Student Recruitment Manager, Head of External Relations and Director of Enrolment.</p>
<p>Staff Reporting to Post holder</p> <p>NA</p>

Name	Sarah Weir
Title	Head of Student Recruitment and conversion
Signature	Sarah Weir
Date	09/2/24

Please complete and return to Personnel

Thank you

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