

**Person Specification: STUDENT CONVERSION & CRM OFFICER**  
**Service Area: STUDENT FUTURES**

**Methods of assessment**

Application form **(A)**

Interview **(I)**

Task **(T)**

	<b>Essential(E)/ Desirable(D)</b>	<b>Method of assessment</b>
<b>Educational Requirements</b>		
Educated to degree level (or equivalent)	D	A
Level 3 Qualifications (A Level or BTEC level 3 equivalent)	D	A
<b>Experience</b>	<b>Essential(E)/ Desirable(D)</b>	<b>Method of assessment</b>
Experience of supporting one or more aspects of student recruitment activities.	D	A/I
Experience of dealing with enquiries, including face-to-face, e-mail, social media and telephone.	E	A/I
Experience of delivering projects	E	A/I
Experience of general office administration	E	A/I
Experience of working with a CRM system	D	A/I
Experience of a marketing or communications role	D	A
<b>Skills and Knowledge</b>	<b>Essential(E)/ Desirable(D)</b>	<b>Method of assessment</b>
Good interpersonal and communication skills; able to relate to young people and those in authority	E	A/I
Good IT skills (Microsoft Office/Google Workspace)	E	A/I

Good analytical skills with the ability to produce simple and regular reports.	E	A/I
Proven ability to work under pressure and to deadlines and to prioritise and manage personal workloads	E	A/I
Understanding of the recruitment processes for a range of different students, such as UG/PG/international students.	E	A/I
Ability to use large data sets to find market trends	E	A/I
Flexible, well organised and adaptable approach to work	E	A/I
Ability to work independently and in a team to meet given deadlines	E	A/I
Ability to work under supervision to professional standards and accept guidance	E	A/I
Basic knowledge of HTML and CSS coding	D	A/I
Ability to write effective communications	E	A/I
<b>Any other requirements</b>	<b>Essential(E)/ Desirable(D)</b>	<b>Method of assessment</b>
Able to undertake UK travel for short periods of time	E	A/I
Willingness to undertake training and development if appropriate	E	A/I
Full UK Driving Licence	D	A/I