



LIVERPOOL HOPE
UNIVERSITY

175 YEARS OF ACADEMIC
EXCELLENCE

STUDENT RECRUITMENT OFFICER – 4AERELA4 RECRUITMENT PACK

Closing date: Wednesday 10th April
2024 by 5.00 p.m.

Included in this pack

Role Outline
About the University
Job Specific Details
Job Description / Role Profile
Person Specification
Further information and Benefits of Working at Liverpool Hope University
Useful Links and How to Apply



LIVERPOOL
HOPE
UNIVERSITY
1844

PERSONNEL DEPARTMENT RECRUITMENT PACK

POST: Student Recruitment Officer

STARTING DATE: ASAP

SALARY RANGE: £24,248 - £26,444 (Grade 4) per annum

TYPE OF CONTRACT: Permanent

WORK PATTERN: Monday to Friday (09.00 a.m. to 5.00 p.m.)

REPORTS TO: Outreach and Transitions Manager

RECRUITMENT PACK

THE UNIVERSITY

If you join us, you will be doing so at an exciting time in our development and join a team of over a thousand staff, committed to providing education to our thousands of students. Liverpool Hope University is a financially sound, vibrant academic community with excellent scholarly standards and high ambition. We are proud of our past, confident in our present and excited about our future.

Hope is a liberal arts inspired university with a unique ecumenical Christian foundation, which strives to provide a deep and well-rounded education of the whole person irrespective of faith, age, social class or ethnic origins or physical capacity. We are a real community with two beautiful garden campuses which has striven for and, we believe, achieved that balance between research and teaching. We have also successfully brought together the benefits of full University status (including RDAP) with the value of a college experience. At Hope a drive for academic excellence and a genuine concern to widen participation complement each other. Ours, we say with justification, is 'a University with a collegiate heart'.

THE POST:

Liverpool Hope's UK Student Recruitment Team is responsible for helping students from all sorts of backgrounds to access Hope's undergraduate and postgraduate programmes. The team delivers a wide range of recruitment activities including Open & Applicant Days, promoting the University at UCAS Fairs, Schools & Colleges Liaison, and providing prospective students with all the information they need about the University.

We are looking for a Student Recruitment Officer (Communities & Outreach) to join us in working towards our goal to grow student numbers by 20% over the next five years. This is an exciting time to join the team as we embark upon delivering enhanced activities in Outreach, Events, and Communications.

The postholder will support a vital function of the team by delivering a wide range of student recruitment activities. They will manage relationships with account schools and colleges across the North West and deliver workshops and presentations to a range of audiences.

To be successful in this role, the post holder must have experience of working with young school or college based audiences, or community groups to deliver aspirational programmes or information, advice and guidance. They must also have a successful track record of student recruitment or engagement activities and experience of delivering presentations or talks. A self-starter with the ability to work unsupervised, they should have the drive and initiative to come up with solutions and the ability to organise and prioritise a busy role.

A degree of flexibility will be required in this role as there is a significant amount of travel across the North West as well as occasional travel across the UK, including trips over to Northern Ireland. There is a requirement for some evening and weekend working to support Outreach events and Open/Applicant Days. The successful candidate will need to be passionate about widening access to education irrespective of background.

This post is permanent, subject to the normal probationary period of 12 months.

JOB DESCRIPTION/KEY DUTIES OF THE POST:

Job Title	STUDENT RECRUITMENT OFFICER (Communities & Outreach)	Code	Grade 4
Subject/Service Area	Student Futures		
Reports to	Outreach and Transition Manager		
Accountable To	Head of UK Student Recruitment		

Purpose of Job

The Student Recruitment Team at Liverpool Hope University sits within the wider Student Futures department alongside the Careers and Employability team. This allows us to paint a picture for prospective students that shows them how they can use university as a launchpad for an exciting career in a wide range of fields.

We are seeking a Student Recruitment Officer (Communities & Outreach) to support student recruitment activities and to assist in the development of Outreach and Conversion activities, including Community Outreach.

You will be responsible for providing information on university as a pathway to prospective students across the UK. Delivering our Outreach programme will involve planning and delivering workshops and talks both in person and online to inform and inspire students in schools and colleges. An important aspect of the the role will be managing relationships with allocated target schools and a nominated academic school. Our Community Outreach offer is a growing and exciting aspect of our work and will involve building relationships with third sector and community organisations.

We are a small and versatile team so you will also support recruitment and conversion activities such as open/applicant days, our Clearing campaign, UCAS fairs, recruitment fairs, course enquiries and campus tours. Our Student Recruitment Officers also support and develop new talent by mentoring new Graduate Advocates.

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

1. Outreach

- Attending a variety of Outreach events externally such as UCAS fairs, school/college fairs and community events
- Delivering workshops, talks and activity sessions either in school or on campus
- Developing and maintaining an accurate and up to date knowledge of the courses offered at Liverpool Hope and the pathways students can take to get into University
- Planning, running and evaluating Outreach events on campus e.g. school visits, subject talks and taster days
- Undertake regular travel across UK including Northern Ireland as well as Jersey, Guernsey and the Isle of Man
- Supporting the Senior Student Recruitment Officer and Outreach & Transitions Manager with any Outreach events, programmes or projects

2. Relationship management & academic liaison

- Maintaining relationships with university school areas to help create and enhance recruitment strategies

- Building and maintaining relationships with key account schools to help drive recruitment targets
- Supporting academic schools in the promotion of their courses

3. Event planning and delivery

- Assisting with the planning and set up of Open and Applicant Days
- Supporting and assisting on Open and Applicant days, including working on a Saturday
- Overseeing the involvement of Student Ambassadors on Open and Applicant Days within your given area
- Support internal and external events where appropriate

4. CRM & content development

- To ensure the accuracy of data capture of course enquiry data. Working with the CRM system to track and monitor applicants
- Assisting in maintenance of published information about courses, facilities, and services (i.e contribute to the maintenance of the web pages, third party websites and printed publications as appropriate)
- Co-ordinating and overseeing specific projects such The Student Room and UniFrog.

5. Clearing

- Play a key role in our clearing strategy
- Develop an in depth knowledge of the clearing process to best advise potential students on their options
- Support the clearing phone line to manage the volume of calls we receive

6. Administrative duties

- To act as first point of contact for course information, entry requirements and any other recruitment related enquiry
- General office administration, such as travel booking, room booking, finance administration, answering phone call and emails
- Any other administrative duties as requested by the line manager and other senior managers

7. Personal Development

- To mentor and support Graduate Advocates (GAs) within the team to develop people management skills and to enhance the GAs knowledge and experience
- To keep up to date with best practice across the sector by attending training or networks events as requested
- To engage and support the team by contributing ideas to help us develop and improve the way we work

Please note this role involves extensive travel across the North West and regular travel across the UK including trips to Northern Ireland. During busy periods you will be attending

events multiple times in a week. The nature of work means we will often be required to work outside our normal pattern of work e.g. setting up at an event at 8am.

Our work lends us to support other teams across the university and you will be expected to assist the Admissions team, International team, Student Administration team and others where possible.

You will be expected to work Open and Applicant Days which includes working a number of Saturdays.

This role is essential to our Clearing strategy and as such any kind of leave in August is severely restricted.

NAME OF CONTACT FOR QUERIES:

Claire Brownlie
Director of Student Futures
brownlc@hope.ac.uk

CONDITIONS OF SERVICE:

This post is based at the Hope Park Campus. However, you may be required to work in other areas of the University as and when required.

The post is permanent subject to the normal probationary period of twelve months.

Salary scale for this post is £24,248 - £26,444 (Grade 4) per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. Factors which may be taken into consideration when deciding an appropriate starting salary include; previous relevant experience in relation to the role and person specification, consideration of the current salary of the successful candidate (where this can be confirmed by documentary evidence or a reference from the existing employer), consideration of Equal Pay legislation and external market factors. A higher salary should not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and supported by evidence. Salary is payable monthly in arrears by bank giro credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 28 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff

Person Specification: STUDENT RECRUITMENT OFFICER (COMMUNITIES & OUTREACH)

Service Area: Student Futures

Methods of assessment

Application form (A)

Interview (I)

Task (T)

	Essential (E) / Desirable (D)	Method of assessment
Educational Requirements		
Educated to degree level (or equivalent), or equivalent professional experience	D	A
Level 3 Qualifications (e.g. A level, BTEC)	E	A
Experience	Essential(E)/Desirable(D)	Method of assessment
Experience of working with young people, especially those of a secondary school age or those making UCAS applications	E	A/I
Experience of supporting one or more aspects of student recruitment activities	E	A/I
Experience of delivering talks or presentations to large audiences	E	A/I
Experience of dealing with enquiries, including face-to-face, e-mail, social media and telephone	E	A/I
Experience of relationship management	E	A/I
Prior experience of event co-ordination	D	A/I
Experience of working with, or volunteering for, a charity or community organisation	D	A/I
Experience of delivering projects	D	A/I
Experience of general office administration	E	A/I

Skills and Knowledge	Essential(E)/Desirable(D)	Method of assessment
Confident presentation skills	E	A/I
Understanding of the recruitment processes for a range of different students, such as UG/PG/international students.	E	A/I
Awareness of third sector and community organisations	D	A/I
Good analytical skills with the ability to produce simple and regular reports	E	A/I
Ability to use large data sets to find market trends	D	A/I
Good interpersonal and communication skills; able to relay information to a wide range of audiences and ages (Particular focus on communicating to students in school and college settings)	E	A/I
Good IT skills (Microsoft Office/Google Workspace)	E	A/I
Proven ability to work under pressure and to prioritise and manage personal workloads	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
Any other requirements	Essential(E)/Desirable(D)	Method of assessment
Able to undertake frequent UK travel for short periods of time	E	A/I

Full UK Driving Licence	E	A/I
Willingness to undertake training and development if appropriate	E	A/I

FURTHER INFORMATION

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;
- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a University where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working

and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties.

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements
- Help with childcare costs

Training and Development

- Induction training for all new staff
- Opportunities to participate in overseas exchange with Erasmus Staff Mobility
- Staff development opportunities

Health and Well-being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

Car Parking

All users of University car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

Useful Links

www.hope.ac.uk/lifeathope/welcome

www.hope.ac.uk/personnel

www.hope.ac.uk/jobs

www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff

www.hope.ac.uk/media/liverpoolhope/contentassets/media,42616,en.pdf

How to Apply

You can download the application form by the links below, or request a hard copy by emailing jobs@hope.ac.uk. You must return a Personal Details form (pages 1-3 or 1-4, depending on the version) and a Work History form (pages 4-8 or 5-8, depending on the version) for your application to be accepted.

<https://www.hope.ac.uk/aboutus/jobopportunities/howtoapply/>

