



## Job Description

<b>Job Title</b>	Higher Education Student Recruitment & Communications Officer
<b>Department</b>	Higher Education Central
<b>Reporting to:</b>	Head of HE Student Recruitment and Student Experience
<b>Post reference:</b>	
<b>Main Purpose of the role</b>	
<p>The post holder will have the expertise to deliver tailored and personalised communications and marketing content which actively promotes and tells the story of SGS College's higher education provision. to prospective students, education providers and key stakeholders.</p> <p>The post holder will also contribute towards attaining specific targets set out in our Access and Participation Plan for the Office for Students and helping to enhance the overall student experience of existing Higher Education students.</p>	
<b>Key Tasks / responsibilities:</b>	
<ul style="list-style-type: none"> <li>• Contribute to the attainment of the College's OfS Access and Participation Plan targets.</li> <li>• Meet with Subject Area Leads (SALs) and Subject Area Ambassadors on a regular, ongoing basis to review, reflect and evaluate marketing and communication practices and propose new and innovative campaign ideas and opportunities at team meetings.</li> <li>• Work with subject areas to develop a collection of aspirational activities, interventions and taster sessions which encourage participation from under-represented and hard to reach individuals.</li> <li>• Assist with the implementation of the Higher Education Student Recruitment, Marketing and Communication Strategies.</li> <li>• Develop an exceptional working knowledge of allocated HE subject areas and the broader SGS HE portfolio in order to ensure that key messaging, unique selling points and programme/student opportunities are appropriately reflected in print, digital and web-based marketing communication collateral.</li> <li>• Take a proactive role in identifying, planning and executing new content and communication opportunities.</li> <li>• Ensure course information, modules and staff profiles on the website are kept up-to-date, and are inspiring to our target audience.</li> <li>• Produce high quality, engaging organic written story content for the College's website, social media and print collateral.</li> <li>• Assist with the timely creation of marketing and campaign content which reflects individual subject areas across a range of mediums.</li> <li>• Regularly review and update student communications and print collateral – leading on email communications promoting allocated subject areas</li> <li>• Lead on activities and communications which promote internal student progression.</li> <li>• Develop an in-depth understanding and knowledge of each allocated area's programmes, opportunities and market position in order to raise the profile of the provision to prospective students.</li> <li>• Develop links and relationships with schools, colleges and our local communities to actively promote SGS and higher education, and to provide advice and student talks.</li> </ul>	

- Further our outreach work with schools, colleges by delivering programme of targeted on-campus future student activities for schools and colleges. This will include subject specific taster days and interventions throughout the year.
- Attend external recruitment events (as required).
- Attend Academic Representative meetings (in allocated subject areas), providing written minutes and actions.
- Promote the National Student Survey to qualifying students in the allocated subject areas.
- Explore and assist with the development student accommodation opportunities within the local area.
- Undertake office and administrative duties as deemed necessary.

#### **Role Dimensions**

- Higher Education Academic Staff (100+)
- Subject Areas (4-8)
- Higher Education Courses (37)
- HE Central Team (16)
- HE Students (400+)

#### **Key Interfaces**

- Head of HE Student Recruitment & Experience
- Director of HE
- Head of HE Admissions, Data & Insight
- Higher Education Brand Development Lead
- Digital Content Creator
- HE Admissions Coordinator
- Subject Area Leads/
- Learning Area Managers
- Subject Area Ambassadors
- Higher Education Students
- HE Curriculum, Quality and Development Lead
- Future Quest Progression Coordinator & Officer
- HE Student Union Lead
- Student Ambassadors
- HE staff

#### **Supporting College Goals and Values – all roles**

In addition to the particular requirements and characteristics of individual roles, all people employed by SGS College are expected to actively support the achievement of the College's goals and, at all times, both internally and externally, to behave in a manner consistent with the College's mission and values.

This means:

- Performing your role and delivering your service in a way that helps the College achieve its strategic objectives and annual development and improvement plans - taking account of available resources and national developments.
- Promoting the image of the College as one that is committed to the highest standards of delivery and service.
- Sharing the College's commitment to safeguarding and prioritising the welfare of children, young people and vulnerable adults and demonstrating it in your day to day work.

<ul style="list-style-type: none"> <li>• Sharing and prioritising the effective implementation of the College's Equality and Diversity Policy.</li> <li>• Promoting and implementing best practice in Health and Safety,</li> </ul>					
<b>Measurable Performance Standards for this role</b>					
<ul style="list-style-type: none"> <li>• Increase student recruitment by 10%</li> <li>• Increase student internal progression by 10%</li> <li>• Be responsible for minimum of x5 progression events</li> <li>• Contribute to a minimum of 3 articles/publications per programme, focusing on student success stories for current students and alumni.</li> <li>• Increase an understanding and engagement with the HE Students Union</li> <li>• Initiate, develop and maintain key accounts with education providers</li> <li>• Contribute to a successful NSS result of above 80%</li> <li>• Contribute to an increase in social media and website engagement flow by 5%</li> </ul>					
<b>Level of Disclosure and Barring (DBS) disclosure required</b>					
Enhanced with barred list checks					
<b>Author and Date</b>					
Ben Winter, Joanne Priest & Jo Kear – August 2022					
<b>Job Evaluation (for HR Completion)</b>					
<b>Score</b>		<b>Profile</b>		<b>Level</b>	

As the needs of the College change, so the above job profile, duties and location of the role within the College may be adjusted accordingly.

Where an employee indicates a disability, every effort will be made to make reasonable adjustments. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.

## Person Specification

### Higher Education Student Recruitment & Communication Officer



Criteria	Essential	Desirable	Assessed by
<b>Qualifications and attainments</b>			
GCSE Maths and English grade C or higher	✓		Application form
Degree/level 5 qualification	✓ <input type="checkbox"/>		Application form
Full driving licence and access to car	✓		Application form/Interview
<b>Experience and knowledge</b>			
Experience in writing engaging copy for a range of mediums (e.g. Web, Print and Social Media)	✓		Application form/interview
Knowledge of the Further Education sector		✓	Application form/interview
Knowledge of the Higher Education recruitment sector	<input type="checkbox"/>	✓	Application form/interview
Strong understanding of marketing and social media trends	✓		Application form/interview
<b>Skills and abilities</b>			
Excellent written and verbal English communication skills	✓		Application form/interview
Confident with public speaking and presenting to large audiences	✓	<input type="checkbox"/>	Application form/interview
Familiar with creating marketing campaigns		✓	Application form/interview

Criteria	Essential	Desirable	Assessed by
Experience in using web content management systems		✓	Application form/interview
<b>Essential College attributes</b>			
<b>Initiative:</b> Demonstrating the willingness and ability to use initiative – whether that means deciding on necessary action and following it through - or suggesting ways to work in a better way.	✓		Application form/ interview
<b>Influencing skills:</b> The ability to persuade others.	✓		Application form/ interview
<b>Interpersonal Skills:</b> The ability to communicate and interact with other people in a way that promotes cooperative relationships.	✓		Application form/ interview
<b>Teamwork:</b> The willingness and ability to collaborate and work closely with colleagues in a mutually supportive manner.	✓		Application form/ interview
<b>Circumstances of role (if applicable)</b>			
Willing to work unsocial hours (evening and weekends) at busy times and willingness to travelling between campuses and to external recruitment events.	✓		Interview