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| Last updated: | 21 February 2022 |

**JOB DESCRIPTION**

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| Post title: | **Student Recruitment Events Team Leader - (Faculty of Social Sciences & Visit Days)** | | |
| School/Service: | Global Recruitment and Admissions (GRA) | | |
| Faculty: | Student Experience Directorate (SED) | | |
| Career pathway: | Management, Specialist and Administrative (MSA) | Level: | 4 |
| \*ERE category: | N/A | | |
| Posts responsible to: | Head of Student Recruitment Events | | |
| Posts responsible for: | Student Recruitment Events Supervisor (Level 3)  Student Recruitment Events Administrator (Level 2b)  Student Ambassadors at specific events | | |
| Post base: | Office-based and Outside work (see job hazard analysis) | | |

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| Job purpose |
| To manage and coordinate the University’s student recruitment events to support the achievement of targeted numbers and quality of students according to the University Strategy, whilst having specific faculty and event responsibilities.  This role, one of four in the Student Recruitment Events Team, has a specific responsibility for liaison with the Faculty of Social Sciences, ensuring events throughout the applicant life cycle are designed to achieve the targeted objectives of the faculty and are aligned to marketing and admissions strategies.  This role will take responsibility for the Visit Day events, leading the design and delivery of this element of the applicant life cycle across all faculties in collaboration with other members of the Student Recruitment Events Team. The post holder will ensure delivery of consistently high-quality events, working with GRA and Faculty colleagues to drive up visitor satisfaction and applicant conversion. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | Project manage the planning, organisation and delivery of the University’s Visit Day events. These are a combination of large cross-campus events with capacities of up to 4,000 guests and smaller School-level selection events.  Seek and promote opportunities to maximise, develop and enhance the success of these activities resulting in firm choice acceptance of the offer.  Review evaluation methods in place to obtain feedback on events organised and to ensure this is used constructively to inform the planning of future events and to enhance the visitor experience wherever possible. Monitor and report regularly on budget spending, routine financial expenditure, and resource use within individual project areas.  Undertake extensive partnership working with academic and Professional Services colleagues across the University, both internal and external, to meet the aims and objectives of these events. Managing resources to ensure maximum efficiency and continually monitoring progress against project plans. | 40 % |
|  | Act as key Student Recruitment Events liaison for the Faculty of Social Sciences ensuring close collaboration between Global Recruitment and Admissions and academic schools in devising appropriate events for recruitment and conversion.  Work with Faculty Marketing Officers and Admissions Team Leaders to provide a joined-up approach to the visitor and applicant journey, specifically working with faculty with the faculty marketing officer on the unique selling points for the subjects and ensure Student Recruitment Events reflect this. | 35 % |
|  | Line manage and develop the Visit Day event team with responsibilities for delivery of visit days and selection events to prospects and applicants. Liaise with Digital User Experience, Customer Relationship Management team (CRM) and Marketing teams to both promote and communicate these events to the target audience and across channels. Ensure the correct Health & Safety Risk Assessment is in place and has been disseminated prior to the event to all workers at the event. | 10 % |
|  | Attend university committees/working groups as requested by the Student Recruitment Events Manager to ensure areas of responsibility are represented and reported on. Network with colleagues in other HEIs and undertake mystery shopping where appropriate to determine best practice with regards to student recruitment. | 5 % |
|  | Contribute, as a member of the Student Recruitment Marketing and Events Team towards broader initiatives to ensure and implement an excellent applicant and student experience.  Participate in cross-functional activities such as international student registration, open days and student recruitment events, confirmation and clearing. | 5 % |
|  | Any other duties as allocated by the line manager following consultation with the post holder. | 5 % |

| Internal and external relationships |
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| * Academic and Professional Services staff and students in faculties who are involved in activities relating to student recruitment * Staff in external schools and organisations * Prospective students and parents/advisors * Staff in external organisations, for example those who provide services for open days |

| Special Requirements |
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| Demonstrate Southampton University behaviours (Embedding Collegiality – see below).  Due to the nature of Student Recruitment Events and the broader activities of the Global Recruitment and Admissions department, this role will involve frequent Saturday working and out of hours activity at busy times of the year such as Open Days, Visit Days, Confirmation & Clearing. |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Skill level equivalent to achievement of HND, Degree, NVQ4 or basic professional qualification  Substantial experience of large-scale event management in an educational setting, such as open days for potential students where customer service is of paramount importance  Experience of managing own budget | Events Management or Project Management Qualification | Application/Interview |
| Planning and organising | Ability to set aims and objectives, plan and monitor own workload and establish time-lines and consistently review delivery against objectives  Demonstrable ability to set objectives within own project areas; allocate staff time accordingly to meet event deadlines, monitor progress against mile-stones and re-prioritise according to the changing needs of the Department and the wider University.  Evidence of a commitment to the continuous enhancement of a service that adds value to the experience of potential students/other stakeholders.  Proactive approach to the setting of standards for staff to follow and the collection of feedback; engagement in finding appropriate tools and methods. |  | Application/Interview |
| Problem solving and initiative | Proven ability to analyse issues and break them down into component parts. Make systematic and rational judgements based on relevant information.  Ability to understand institutional and general higher education policy changes; in order to develop new approaches and initiatives.  Ability to seek and collate feedback and data from activities, analyse key findings and summarise recommendations for senior staff. |  | Application/Interview |
| Management and teamwork | Ability to understand and develop the need for cross-team working within the institution  Proven experience in setting clear objectives both in terms of own workload and for any staff under the post holder’s supervision; to provide a positive environment in which to learn and embed best practice.  Able to manage a large number of staff, always maintaining sensitivity to their needs, particularly at times of peak working under pressure.    Respect for cultural differences and awareness of how institutional ways of working need to adapt to suit the increasing diversity of student and staff groups. | Previous experience of line-managing staff | Application/Interview |
| Communicating and influencing | Effective partnership working and interpersonal skills  Exceptional interpersonal skills to achieve the required level of engagement  Proven ability to draft written reports in a clear way that addresses key issues in a succinct manner  Ability to convey accurate information to stakeholder groups in an appropriate, professional and concise manner  Ability to speak fluently with individuals/groups and adopt a persuasive and constructive style at all times, using empathy to understand the stakeholders’ differing needs. |  | Application/Interview |
| Other skills and behaviours | **Embedding Collegiality\*** (see below)  ­Demonstrate the Southampton Behaviours and work with colleagues to embed them as a way of working within the team. |  | Application/Interview |
| Special requirements | Fully proficient in the use of the Microsoft Office suite of products.  Willing to travel across all University campuses  Frequent evening and weekend work in line with University calendar. |  | Application/Interview |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| Yes | If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below. |
| No | If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below.  Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder. |

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

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| **ENVIRONMENTAL EXPOSURES** | **Occasionally**  (<30% of time) | **Frequently**  (30-60% of time) | **Constantly**  (> 60% of time) |
| Outside work | x |  |  |
| Extremes of temperature (eg: fridge/ furnace) |  |  |  |
| ## Potential for exposure to body fluids |  |  |  |
| ## Noise (greater than 80 dba - 8 hrs twa) |  |  |  |
| ## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below: |  |  |  |
| Frequent hand washing |  |  |  |
| Ionising radiation |  |  |  |
| **EQUIPMENT/TOOLS/MACHINES USED** | | | |
| ## Food handling |  |  |  |
| ## Driving university vehicles (eg: car/van/LGV/PCV) |  |  |  |
| ## Use of latex gloves (prohibited unless specific clinical necessity) |  |  |  |
| ## Vibrating tools (eg: strimmers, hammer drill, lawnmowers) |  |  |  |
| **PHYSICAL ABILITIES** | | | |
| Load manual handling |  | x |  |
| Repetitive crouching/kneeling/stooping | x |  |  |
| Repetitive pulling/pushing | x |  |  |
| Repetitive lifting | x |  |  |
| Standing for prolonged periods | x |  |  |
| Repetitive climbing (ie: steps, stools, ladders, stairs) |  |  |  |
| Fine motor grips (eg: pipetting) |  |  |  |
| Gross motor grips |  |  |  |
| Repetitive reaching below shoulder height | x |  |  |
| Repetitive reaching at shoulder height | x |  |  |
| Repetitive reaching above shoulder height | x |  |  |
| **PSYCHOSOCIAL ISSUES** | | | |
| Face to face contact with public | x |  |  |
| Lone working | x |  |  |
| ## Shift work/night work/on call duties |  |  |  |

Appendix 1. Embedding Collegiality

Collegiality represents one of the four core principles of the University; Collegiality, Quality, Internationalisation and Sustainability. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

