

Job Description

Post: Student Recruitment Advisor

Location: Middlesbrough/Hartlepool

Line Manager: Senior Recruitment Advisor

Information

The Job Description and further particulars set out below are intended to provide information about the role and responsibilities associated with the post. Some of the duties listed below will be of a continuing nature, others cyclical or periodic, yet others will take the form of particular projects to be undertaken as and when necessary as the needs of the Corporation change.

Job Purpose:

Improve awareness of, and generate enquiries to The Northern School of Art both locally and nationally, and thereby increase student applications to the School as directed.

Main Duties and Responsibilities:

1. Strengthen and maintain relationships and build up contact with key partners to ensure effective promotion of The Northern School of Art courses;
2. Proactively promote the School's courses to all potential markets and feeder institutions as directed by the Student Recruitment Manager, e.g. schools, FE colleges, careers events, parents evenings, and devise new ways to tap into potential markets;
3. Offer assistance and organise events to promote progression into art and design FE and HE by e.g. offering portfolio reviews, mock interviews, presentations, delivering workshops etc; either virtually or digitally.
4. Monitor progress towards FE and HE recruitment targets
5. Liaise regularly with FE and HE Programme staff to co-ordinate relevant recruitment activities;
6. Actively promote internal and external schemes to promote progression and co-ordinate their operation;

7. Assist with all aspects of FE and HE recruitment process during periods of high workload;
8. Ensure collation of relevant data and statistics, conduct market research, such as focus groups and questionnaires, and develop reports as appropriate;
9. Be committed to personal professional development and, in particular to maintain an up-to-date knowledge of developments in student recruitment;
10. Ensure appropriate advice and guidance to all enquiries, ensuring people apply to the most suitable courses at the School. This will include providing information, advice and guidance to individual potential students on progression and potential career paths in art and design, as well as an overview of the support and the experience the School can offer;
11. Provide assistance and guidance to individuals with the completion of their application (where appropriate);
12. Maintain contact with applicants at relevant intervals ensuring they are fully informed of progress, and their enthusiasm for their application is maintained. This may involve providing admin and support for additional activities such as taster days, etc;
13. Liaise with Student Services staff to ensure the School can meet the needs of all applicants prior to offer;
14. Maintain and collate information to monitor enquiries, applications, drop out rates, etc. and identify patterns throughout, to enable targeted activity. This will involve extensive use of a database and extraction and manipulation of data by database report writing;
15. Assist with activities such as mail shots, publicity literature, market research, end of year shows etc. and monitor stock levels;
16. Be responsible for maintaining and updating databases of key partners;
17. Support the planning and operation of open days and other events, including greeting potential students and relevant stakeholders and providing IAG to groups or individuals; and
18. Assist with preparation for and attend external events such as schools, FE colleges, careers events, UCAS fairs, etc. as required.

19. All staff members are responsible for safeguarding children and adhering to the principles and guidelines outlined in the Keeping Children Safe in Education framework.

GENERAL DUTIES:

- Ensure other members of the team have information to cover effectively for you in your absence.
- To engage in professional development and networking to ensure that professional, and strategic contributions are up-to-date.
- Ensure that the Corporation's Health & Safety Policy is adhered to at all times and take responsibility for general health and safety housekeeping within your work area.
- Participate actively in the performance management scheme, agreeing objectives, attending reviews and undertaking professional development as required.
- Ensure that the Corporation's Equality and Diversity policy is adhered to at all times and tackle or report discrimination and harassment wherever it occurs.
- Ensure the safeguarding of learners at all times and report any potential issues without delay.
- All employees are expected to be fully committed to policies/processes on equality, diversity, safeguarding and the Prevent Agenda.
- Any other duties commensurate with the nature and level of the post, as directed by the Senior Recruitment Advisor, Head of Marketing and Recruitment or the Principal.
- This list is not exhaustive and is only an indication of responsibilities.

SAFEGUARDING

We are committed to safeguarding and protecting the welfare of children and expect all staff and volunteers to share this commitment. A Disclosure and Barring Service Certificate will be required for all posts. This post will be subject to enhanced checks as part of our Prevent Duty.

EQUALITY, EQUITY, DIVERSITY AND INCLUSION

At The Northern School of Art, we want all of our employees to feel included bringing their passion, creativity and individuality to work. We value all cultures, backgrounds and experiences, and we truly believe that diversity drives innovation.

Person Specification

Student Recruitment Advisor

Specification, whether essential or desirable and where the specification will be assessed.	Essential	Desirable	Application form / CV	Interview / Selection test	References
Qualifications					
Relevant degree or equivalent in related subject or appropriate relevant exempting experience	Y		Y		Y
Full UK driving licence and access to a vehicle to undertake work-related travel and transport equipment/materials as required by the role.	Y		Y		
Experience/knowledge					
Experience of working with children	Y		Y	Y	Y
An understanding of safeguarding principles, policies, and practices, including the Prevent duty	Y				
Awareness of marketing strategies and concepts and their practical application	Y		Y	Y	Y
PC literate with knowledge of Microsoft Office or windows based applications	Y		Y	Y	Y
Experience of using bespoke databases, and using data effectively	Y		Y	Y	Y
Experience of working in a marketing, recruitment or PR role, including the production of press releases and co-ordination of publicity material	Y		Y	Y	Y
Experience of liaison with external partners in a work related context	Y		Y		Y
Knowledge of social media and digital marketing		Y	Y	Y	
Knowledge of the progression routes and qualifications available in Art and Design within Further and Higher Education nationally and locally		Y	Y	Y	
An understanding of vocational career paths in art and design		Y	Y	Y	

Specification, whether essential or desirable and where the specification will be assessed.	Essential	Desirable	Application form / CV	Interview / Selection test	References
Skills and abilities					
Willing to travel and work unsociable hours	Y		Y		Y
Good written communication skills – the ability to write evaluative reports and effective publicity materials	Y		Y		Y
Good verbal communication skills – able to work effectively with students, parents and all levels of staff at The Northern School of Art and in schools/other colleges – able to communicate effectively with different markets	Y			Y	Y
Self-confident – able to talk to large groups, at careers events, and deliver formal presentations	Y			Y	Y
Professional presentation of work and self – able to deal confidently with staff from other institutions	Y		Y	Y	Y
Good negotiation skills to get the best result for students and for The Northern School of Art	Y			Y	Y
Ability to be innovative and creative to ensure appropriate communications with relevant target markets	Y			Y	Y
Self-motivated and enthusiastic, able to work without constant supervision	Y			Y	Y
Target driven and achievement oriented	Y		Y	Y	Y
Excellent organisational and administrative skills with the ability to prioritise and meet deadlines	Y		Y	Y	Y
Able to deal sensitively and confidently with students of varying ability and knowledge levels	Y		Y	Y	Y
Able to work effectively as a member of a team, and to lead other team members when required	Y		Y	Y	Y
Committed to regular updating of skills	Y		Y		Y
An interest in and/or an understanding of art and design	Y		Y	Y	Y