

Job Description

Conversion officer

Directorate of Outreach, Marketing and
Recruitment

Dubai Regional Hub



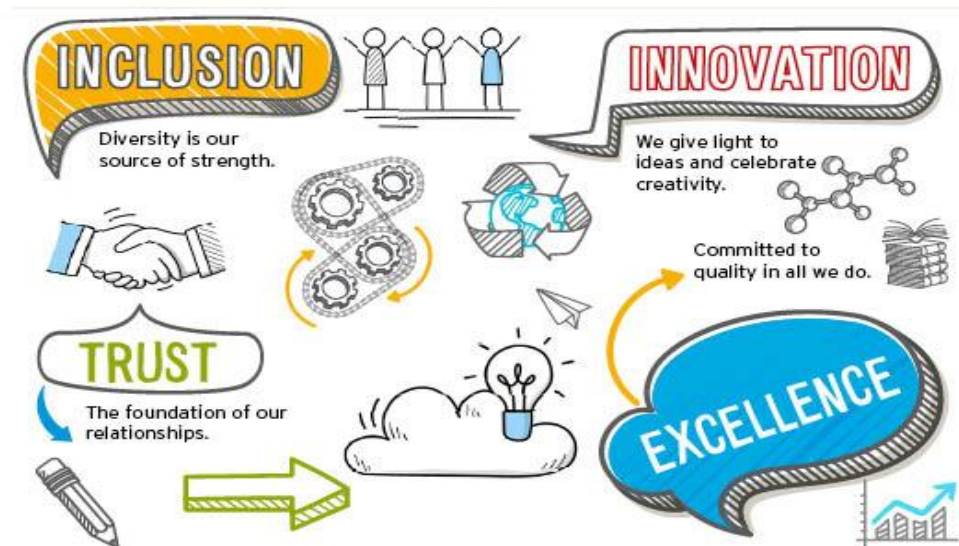
Brief summary of the role

Role title:	Conversion Officer
Grade:	Grade 5
Directorate:	Outreach, Recruitment and Marketing
Department:	Dubai Regional Hub
Location:	Dubai Knowledge Village
Reports to:	Regional Development Manager
Responsible for:	N/A
Work pattern:	Full time

About the University of Bradford

Values

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion part of everything we do – from how we build our curriculum to how we build our workforce. It is the responsibility of every employee to uphold the university values.



Equality, Diversity, and Inclusion (EDI)

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion at the heart of everything we do.

We foster a work environment that's inclusive as well as diverse, where staff can be themselves and have the support and adjustments to be successful within their role.

We are dedicated to promoting equality and inclusivity throughout the university and have established several networks where individuals can find support and safe places fostering a sense of belonging and acceptance. We are committed to several equality charters such as Athena Swan, Race Equality Charter, Disability Confident and Stonewall University Champions Programme.

Health, safety, and wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

It is the responsibility of all employees that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students.

All colleagues will need to ensure you are familiar with any relevant Health and Safety policies and procedures, seeking advice from the Central University Health and Safety team as appropriate.

We are registered members of the University Mental Health Charter. This visibly demonstrates our commitment to achieving cultural change in student and staff mental health and wellbeing across the whole university, whilst supporting the vision of our People Strategy to create a culture and environment of transformational diversity, inclusion and social mobility, creating a place where our values come to life and are evident in our approach.

Information governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University.

An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

All employees must always adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security.

Employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

Criminal record disclosures and working with vulnerable groups

Depending on the defined nature of your work and specialist area of expertise, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974.

All employees of the University who have contact with children, young people, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and Safeguarding Vulnerable Groups Act 2006.

The University is committed to protect and safeguard children, young people and Vulnerable Adults.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

Role holder: essential and desirable attributes

Qualifications

Essential	<ul style="list-style-type: none"> • GCSE English and Maths or equivalent (or equivalent experience)
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Experience, skills, and knowledge

Essential	<ul style="list-style-type: none"> • Extensive experience in a front facing customer service role within a sales focused environment • Experience of working with people from different cultural backgrounds • Awareness of the current issues facing international students • Confident in verbal communication, with an excellent level of writing skills • High level of accuracy and attention to detail • An ability to work as part of a team with a wide range of colleagues across a large and complex organization • Good negotiation skills, to influence, persuade and network with colleagues within the team, the wider University and externally • A proven track record in excellent customer service and commitment to continuous improvement • Extensive administrative experience, including the ability to use a wide range of software packages • Experience of using CRM systems/databases to input and manage data • Ability to demonstrate an inclusive approach to working with staff and students
Desirable	<ul style="list-style-type: none"> • Marketing experience, ideally within an educational environment • Language skills relevant to the region • Experience of producing engaging marketing content

Main Purpose of The Role

1. To work with the Regional Development Manager and other colleagues in the Dubai Hub to, deliver an annual conversion plan for enquirers and applicants from the region, measured against agreed KPIs
2. To support the team in responding to individual enquiries from the region via email and social media
3. To deliver personalised follow up through all channels - including telephone, email and social media to all enquirers from recruitment events in the region to an agreed timescale, maximising the opportunity to convert
3. To carry out personalised follow up to applicants, working with admissions to expedite the resolution of an admissions queries, and to ensure that all information is provided
4. To work with admissions staff, the Language Centre and Regional Development Manager to schedule BASALT (English) tests in country for those applicants who need to meet English conditions
5. To assist Regional Development Manager to set up in-country meetings with applicants, enquirers and alumni
6. To support Regional Development Manager attending in-country and virtual recruitment events, as and when required
7. To ensure that all University of Bradford scholarships are effectively promoted to applicants to encourage conversion
8. To research external scholarships applicable to these markets and to ensure that enquirers and applicants are effectively signposted to access these opportunities
9. To support the Regional Development Manager to source alumni to support recruitment events overseas, working closely with the alumni team
10. To liaise with the International Student Support and UKVI Compliance team to ensure that applicants are fully aware of the support available during the visa application process and are encouraged to pay their deposits as soon as possible
11. To contact applicants who withdraw or decline offers, to understand reasons for their decisions and to encourage them to reconsider their offers
12. To provide reports to the Regional Development Manager which summarise the key conversion activities which have been undertaken

13. To demonstrate an ongoing commitment to Continuing Professional Development
14. Any other duties commensurate with the grade and nature of the post. This document outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed by University management which do not change the general character of the job or the level of responsibility entailed.

