

# Job Description

Senior Recruitment Events Officer  
Outreach & Recruitment

Directorate of Outreach, Recruitment & Marketing



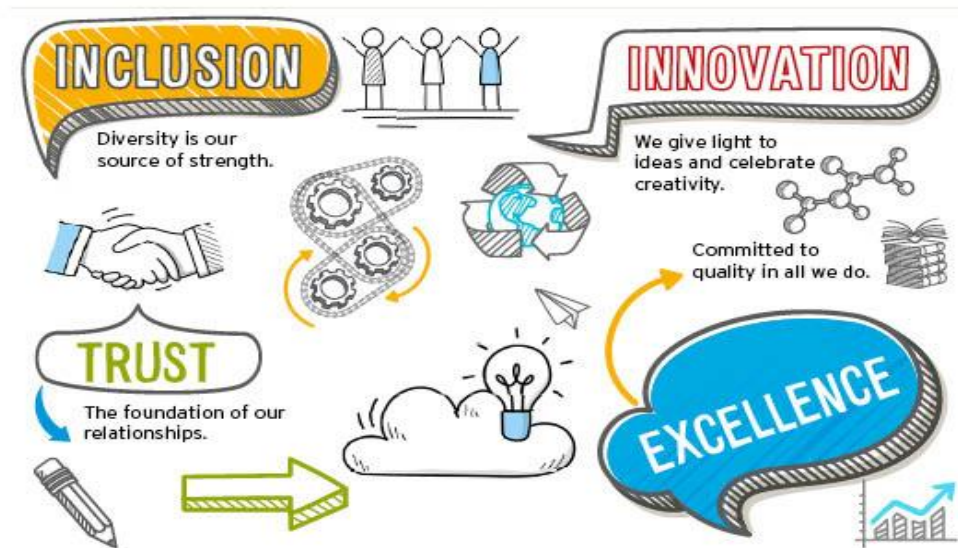
## Brief summary of the role

Role title:	Senior Recruitment Events Officer
Grade:	Grade 7
Faculty or Directorate:	Directorate of Outreach, Recruitment & Marketing
Service or Department:	Outreach & Recruitment
Location:	City Campus
Reports to:	Outreach & Recruitment Manager
Responsible for:	Recruitment Events Coordinator Recruitment Events & Marketing Assistant
Work pattern:	Flexible approach to working hours is required Occasional evening or weekend work

# 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

<b>Essential</b>	<ul style="list-style-type: none"><li>• BSc/BA degree in Events Management or events management experience</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• Level 5 or above qualification in Marketing or equivalent experience</li></ul>

### Experience, skills, and knowledge

<b>Essential</b>	<ul style="list-style-type: none"><li>• Experience of working in a marketing or event management role</li><li>• Experience of developing, implementing, &amp; evaluating a range of small - &amp; large-scale events</li><li>• Experience of managing &amp; leading a team</li><li>• An ability to influence &amp; negotiate with a wide range of colleagues across a large &amp; complex organisation</li><li>• Ability to demonstrate a detailed understanding of the key market factors influencing student behaviour &amp; choice</li><li>• Experience of working with internal &amp; external colleagues to produce innovative &amp; engaging marketing materials</li><li>• Excellent negotiation skills, to influence, persuade &amp; network with colleagues within the team, the wider University &amp; externally</li><li>• Ability to interpret &amp; analyse complex information sources to produce management reports for a wide variety of</li></ul>
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	<p>audiences</p> <ul style="list-style-type: none"> <li>• Experience of the strategic planning &amp; delivery of events, targeted at a wide range of audiences</li> <li>• Experience of managing budgets</li> <li>• Exemplary presentation skills &amp; ability to deliver presentations to a wide range of audiences (including senior staff, colleagues, prospective students)</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience of working in a marketing or events management role in the higher or further education sector</li> </ul>

Personal attributes

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Flexible &amp; able to deal with conflicting &amp; changing demands &amp; priorities</li> <li>• High level of personal motivation</li> <li>• Capacity for personal reflection on own performance &amp; contribution</li> <li>• Demonstrable openness, integrity, honest, cultural sensitivity, creativity, &amp; innovative approach to problem solving</li> <li>• Understanding of the University's commitment to Equality &amp; Diversity</li> <li>• Committed to continuing personal/professional development</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>•</li> </ul>

## Main purpose of the role

The Senior Recruitment Events Officer will lead the planning & operational coordination of a wide variety of on campus & online recruitment events including Open Days, Experience Days, Taster Days & HE Visits.

The post holder will be responsible for the delivery & operational management of on campus & online recruitment events managing staffing & budgets, evaluating event success, & proposing recommendations to improve event quality, bookings, & attendance numbers. They will also have line management responsibility for the Recruitment Events Coordinator & Recruitment Events & Marketing Assistant & responsibility for the recruitment, training & supervision of student ambassadors.

## Main duties and responsibilities

*Note: The list below 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*

1. To plan, deliver & evaluate a programme of on campus & online undergraduate recruitment events which provide an effective & significant return on investment.
2. To project manage the successful development & delivery of the University's undergraduate & postgraduate on campus & online Open Days, working with the Outreach & Recruitment team & Programme Marketing Officers to deliver a quality customer experience, effectively liaising with the Digital Channel Marketing team to develop Open Day campaigns.
3. To plan, deliver & evaluate a programme of appropriate postgraduate recruitment events online & on campus, working with the marketing teams to deliver increased visitor numbers to these events & an increase in conversion.
4. To chair Recruitment Event meetings, facilitating university wide involvement from faculties, commercial services & the Student Union as required.
5. To review the effectiveness of recruitment events, implementing appropriate changes to enable increased numbers of attendees, streamlining systems & processes, & enhancing the visitor experience.
6. To develop, deliver & evaluate the University's Clearing Open Days, providing an active contribution to the Clearing Project Board on recruitment issues.



7. To work closely with Faculty Teams to support with the development of new, innovative, engaging academic sessions for Open Days, Experience Days, Taster Days, HE Visits & other on campus events.
8. To develop, project manage & evaluate Experience Days, liaising with Admissions, marketing teams, commercial services, & the Student Union, making ongoing recommendations to improve the applicant experience.
9. To work with the Outreach & Recruitment team to plan, co-ordinate & evaluate a programme of HE visits to support the account management strategy with target schools & colleges.
10. To project manage interview days for programmes that interview applicants as part of their selection process.
11. To work with the Outreach & Recruitment team to plan, deliver & evaluate summer school activities & other outreach activities on campus.
12. To develop, project manage & evaluate a range of events & conferences which engage teachers & advisors at local, regional, & national levels
13. To contribute content towards recruitment status reports for appropriate senior level groups
14. To manage a significant recruitment event budget, producing budget forecasts for future events
15. To represent the Recruitment Events Team at key internal meetings with other DORM Teams & Faculty Teams to share & exchange information, review service levels, activities, events, & processes developing & implementing improvements when required.
16. To line manage & support the Recruitment Events Coordinator & Recruitment Events & Marketing Assistant to ensure effective operational delivery of events
17. To lead on the recruitment, selection, training & performance monitoring of Student Ambassadors & oversee the allocation & management of Ambassadors at Recruitment Events.
18. To deputise for the Outreach & Recruitment Manager when required.
19. To ensure the delivery of an exemplary customer experience at all events for prospective enquirers & applicants, influencers, & advisers.

20. To demonstrate an ongoing commitment to continuous professional development.
21. As a university citizen supporting key student events throughout the year including open days, clearing, enrolment, & graduation.
22. Any other duties commensurate with the grade & nature of the post.