

JOB DESCRIPTION

Title of the post: Student Recruitment Engagement Officer
[Permanent / Full time]

Department: Marketing, Communications and Recruitment

The University

Background

Harper Adams University is the leading UK Higher Education (HE) institution focused on the land-based and food supply-chain sectors with an important national role in these subject areas.

Situated on a single campus in rural and scenic Shropshire, the University, and its surrounding area, provide an excellent working and living environment for staff and students alike, yet the University campus is only one hour from the UK's second city of Birmingham. Around 3,000 HE students attend the University, primarily on sandwich courses, which include a year-long industrial placement. Undergraduate and postgraduate degrees and apprenticeships are offered. The University also welcomes individuals who wish to undertake CPD or similar professional training to support their careers in the agri-food chain and rural industries.

The University was founded by Thomas Harper Adams in 1901 on the original farmland of the Harper Adams Estate. The University estate includes amenity areas, woodland, and a commercial farm of 205 hectares; with rented land, the total area farmed is approximately 640 hectares, spread over several locations with cereals, potatoes, forage maize and grassland carrying a dairy herd, sheep, beef, pig and poultry units.

The Privy Council awarded taught degree awarding powers to Harper Adams in 1996 and research degree awarding powers in 2006. Full University Title was granted by Her Majesty's Privy Council in December 2012. The University changed its legal status to that of a Company Limited by Guarantee in July 2012 and remains one of a small number of Universities which are Registered Charities. Her Royal Highness The Princess Royal became the University's first Chancellor in 2013.

Academic Provision

The University offers a wide range of courses including Foundation and Honours degrees, in addition to shorter awards designed to meet the continuing professional development needs of those already in the workplace. The subjects are wide ranging and cover Agriculture, Applied Life Sciences, Animal Science and Health, Business, Countryside, Engineering, Food and Land & Property Management. The University has also focused on developing its postgraduate education and research and there are a growing number of postgraduate students at both diploma, masters and PhD level.

Harper Adams has built up an international reputation for the quality of its courses and has achieved the highest possible ratings in recent Quality Assurance Agency reviews and holds a Gold Teaching Excellence Framework (TEF) award. There is active encouragement of research and the University took part in the last Research Excellence Framework (REF) exercise. 56% of our submitted research was rated either internationally excellent or world leading and 100% was rated of international quality. Our extensive programme of research and education for professionals in the land-based and food chain sectors supports a high profile of business and community reach-out work, short course delivery for businesses and technology transfer activities supported by strong industry links and partnerships with companies including Saputo Dairy UK (formerly Dairy Crest), CLAAS and Ice Robotics.

Current high-profile projects include the Hands Free Farm – following on from the world-first Hands Free Hectare autonomous farming success; controlled traffic farming and development of laser weeding.

Recognition

Harper Adams is consistently positioned highly in a range of national ratings, performance measures and league tables.

The University has been the highest performing modern university in The Times and Sunday Times Good University Guide for the last five years.

In the QS World Rankings for Agriculture and Forestry published in March 2020, Harper Adams was ranked, for the third time, as first in the UK for academic reputation and second in the world for its reputation with employers.

In the 2020 Whatuni? Student Choice Awards, based on student reviews, Harper Adams won the best job prospects category for a fifth year running.

The University is one of the UK's Top 10 for student satisfaction, based on the results of the National Student Survey, and number 1 for graduate employment based on the 2020 Graduate Outcomes survey.

Facilities

Harper Adams has extensive, well-equipped facilities and is constantly investing in its campus. Facilities include a range of modern teaching facilities and an extensive library, a variety of IT suites including an engineering design centre, newly extended laboratory facilities, a field laboratory and a livestock project centre, a glasshouse complex, an agricultural engineering unit with a large, covered soil working area and a number of sustainable technology installations. New facilities opened since 2017 include new laboratories, an Agri-Tech Innovation Hub and SMART Dairy Unit. A Veterinary Education Centre is due to open in 2021, in support of existing programmes and the new Harper & Keele Veterinary School. Capital funding to support the development of many of these facilities has been provided through the work of the Development Trust.

The University also provides a range of training and professional development opportunities via its staff development programme.

Catering and Sports Facilities

The University's Students' Union operates a small gym and squash courts that staff may use on the payment of a nominal fee. The University has an open-air swimming pool, bowling green and tennis courts that are available for staff use during the summer period. A variety of University catering outlets provide access to lunch facilities on campus.

For further details about the University, please visit our website:

<http://www.harper-adams.ac.uk>

The Recruitment and Outreach Team

The posts sits in the Directorate of Marketing, Communications and Recruitment in the Recruitment and Outreach team. The team's primary aim is to engage with prospective students and associated networks delivering a range of activities and initiatives to inform and inspire them about Harper Adams University specialisms, the value of Higher Education and to support the university ambitions for growth and diversity, including widening participation.

The role will be required to support the development and delivery of a varied range of experiential and interactive activities. This will include talks and events providing accurate information, advice and guidance about courses, application cycles, the benefits of university study and to inform their decision making.

This will include representing the university recruitment activity both on and off campus, such as university open days/evenings, UCAS fairs, schools and colleges, shows and events and other as required both physically and virtually. It is a varied role working as part of a team and autonomously managing a range of priorities, managing target and feeder schools, liaising with academic and professional service colleagues to deliver the Harper brand and experience to a wide range of audiences. The role holder will also be responsible for evaluating activity to support reporting requirements, including competitor analysis.

The role has a leading part to play in helping to achieve the ambitions of Harper Adams University, both in terms of its profile and recruitment mission.

Main Duties and Responsibilities

The main duties of the role include:

- Support the successful implementation and associated recruitment and outreach activity for targeted activity for a wide range of audiences, across a range of delivery requirements both on and off campus, working with colleagues, student ambassadors and other as required
- Attending the support and delivery of recruitment activity across Open days (weekend and evenings), UCAS fairs, residentials, national shows & events and other, as required
- Work with the team and independently to devise, develop and deliver (both physical and virtual) engaging content, presentations and activities to promote, support and drive university recruitment and outreach activity
- Liaising, supporting and managing colleagues (both academic and professional services) and stakeholders to prioritise and ensure delivery against requirements for recruitment and outreach activity
- Attend recruitment outreach events either independently or with colleagues both on and off campus, providing accurate and specialist information, advice and guidance to a wide range of audiences and undertaking of evaluation to track, monitor engagement and report
- Work with and support shows & events, school/college and WP to develop and deliver successful events, including administration, project managing the requirements across booking, communications and as applicable lead contact both internally and externally
- Supporting and capturing lead data, where required entering accurately into systems such as a CRM and managing in line with university policies and processes
- Undertake competitor analysis and research, identify and evaluate new entrants across third party suppliers and shows & events, to assess sector and best practice to inform and support content and

delivery

- Supporting and undertaking recruitment and training, briefing and supervising of staff and students that recruitment, outreach shows and events activity.
- Supporting and contributing to the maintenance and management of recruitment and outreach activity and events calendar and other reporting as required
- Adhere and follow university compliance, policies and process requirements across information and data handling including GDPR, CMA and Safeguarding
- Lead on arranging merchandise and giveaways for the events and show seasons, liaising with colleagues to ensure correct use of brand; negotiating with suppliers and taking responsibility for financial processes where appropriate.
- Maintaining and managing the accuracy of third party websites regarding recruitment and outreach engagement activity
- Working with the Marketing and Communications team to prepare advertising copy for both on- and off-line requirements ensuring accuracy and as appropriate publicity materials are available for a range of events.
- All other duties and responsibilities commensurate with the post and the salary range of the grade.

Personal Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A degree, vocational qualification or significant level of experience 	
Experience	<ul style="list-style-type: none"> • Delivering successful recruitment and outreach activities in Higher Education <p>Devising and delivering presentation, activities and other requirements to a range of audiences including schools/colleges</p> <ul style="list-style-type: none"> • Experience in an events/project management environment, including co-ordination, liaison and reporting <p>Experience of working and presenting to a range of audiences and age groups, including networking and relationship management</p>	<ul style="list-style-type: none"> • Have experience of working in or on events within related industries relevant to Harper Adams course portfolio. <p>Knowledge and experience of Higher Education sector, student recruitment, agendas and requirements</p> <p>Compliance and data management including the use of third party systems and software (CRM and CMS)</p> <p>Photography and video editing</p>
Knowledge/Skills	<ul style="list-style-type: none"> • Outstanding written and spoken English language skills • Excellent presentation skills and ability to engage and be engaging • Excellent accuracy and attention to detail 	<ul style="list-style-type: none"> • Knowledge of Competition and Markets Authority Regulations, GDPR and other regulatory knowledge relevant to marketing communications <p>To quickly learn how to use new software, systems and packages</p>

	<ul style="list-style-type: none"> Highly organised and able to multitask effectively <p>Ability to prioritise and organize workload/flow and meet deadlines</p> <p>Ability to use initiative and to problem solve</p>	Data and information analysis
Personal Qualities	<ul style="list-style-type: none"> Confident, with excellent interpersonal skills Creative flair To work flexibly to support colleagues and delivery requirements Full UK driving licence Ability to work evenings, weekends and national events throughout the year DBS check 	<p>Willingness to learn about Higher Education and associated delivery</p> <p>Understand, support and meet safeguarding requirements</p>

Conditions of Service

The national recommendations which have arisen from the negotiations between UCEA and the unions recognised at national level, the Joint Negotiating Committee for Higher Education Staff (JNCHES), directly affect the terms and conditions insofar as they have been adopted by the Board of Governors.

Salary	The commencing salary will be within the range £24,871 to £27,116 per annum. The point of entry will be dependent upon relevant qualifications and experience. Salaries are paid monthly, in arrears, by credit transfer on the 28 th day of the month.
Contract Term	This is a full time/permanent post. The employment may be terminated during the course of the contract by either party giving one months' notice in writing.
Hours of Work	The routine working week is 37 hours over Monday to Friday, inclusive. There may be a requirement for overtime working from time to time and time off in lieu may be allowed for agreed hours worked in excess of 37 per week.
Holidays	The annual holiday entitlement is of 22 working days, plus 3 University closure days and Bank Holidays. Annual holiday entitlement rises to 25 working days with 5 years' service. The holiday year runs from 1 August to 31 July and in the holiday year in which the employment commences or terminates the holiday entitlement will accrue on a pro-rata basis for each complete week of service. The timing of holidays is subject to the agreement of the Line Manager.
Sick Leave	During periods of certified sickness, the post-holder will be eligible to receive sick pay in accordance with the University Sick Pay Policy. The payment of sick pay is subject to compliance with the University rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.

Pension The post-holder will be entitled to join the Harper Adams Group Pension Scheme and details will be provided to the successful applicant upon commencement of employment.

Exclusivity of Service You are required to devote your full-time attention and abilities to your duties during working hours and to act in the best interests of the University at all times. Accordingly, you must not, without written consent of the University, undertake employment or engagement including external consultancy, which might interfere with the performance of your duties or conflict with the interests of the University.

It follows that, regardless of whether you are employed on a full-time or part-time contract, you are required to notify your line manager of any employment or engagement which you intend to undertake whilst in the employment of the University (including any such employment or engagement which commenced before your employment under this contract). Your line manager will then notify you within 10 working days whether such employment or engagement is prohibited.

Criminal Convictions The post involves the opportunity for access to children and young persons under the age of 18. For this reason, the University is entitled to consider any criminal convictions, cautions or impending case(s) that it considers to be relevant to this post.

The post is exempt from the provisions of the Rehabilitation of Offenders Act 1974. This means that applicants are not entitled to withhold information about convictions which for other purposes are "spent" under the provisions of the Act.

Applicants must therefore complete the part of the application form declaring any criminal convictions and cautions from any court or police authority. The successful applicant will have to undergo a Criminal Records Bureau check before an appointment can be made.

References

Candidates should ensure that they provide full details of the name and postal address of their referees. Please include e-mail addresses and telephone numbers wherever possible.

Referees should include your present, or most recent, employer.

Application Procedure:

All applications should be completed and submitted using the Harper Adams e-Recruitment programme at <http://jobs.harper-adams.ac.uk>

To be submitted no later than midnight on 3 October 2021

