

Job Description

Job Title:	Student Recruitment Officer
Department:	Admissions and Recruitment Department
Responsible to:	Director of Admissions and Recruitment

Job Purpose:

The main duty of the post holder will be to generate interest for the programmes of study of the University, and maintain communication with new prospects and leads aiming to convert them into registered students, in accordance with the recruitment strategy and admissions policies of the University.

Main Duties and Responsibilities:

1. Communicate with new prospects leads with the objective to convert them into applicants and enrolled students aiming to reach and exceed the targets set by the Head of the Department for each intake.
2. Implement the communication plan for the local and international prospective students, using all means available, CRM, emails, phones, mail, personal visits, visits to crowd-pulling locations, using the full marketing mix, targeting prospective students (both local and international).
3. Provide advice, guidance and information to potential students, their parents, teachers, agents, their employers and other influencers including admissions requirements, scholarships and visa requirements and documentation to prospective students and parents (or their representatives) via phone, mail/email and personal visits; follows up with mail or phone call, as appropriate.
4. Provide information regarding admissions requirements, scholarships, bursaries, visa requirements and documentation to prospective students and parents (or their representatives) via phone, mail/email and personal visits; follows up with mail or phone call, as appropriate.
5. Support the admissions team for all students' related matters. Assist new students with the admissions process, including placement testing, induction, until they successfully enrol.
6. Timely input data in CRM, for the new leads and maintain updates daily.
7. Work with recruitment staff to coordinate the successful organisation and implementation of the activities of the recruitment department and its strategy for both local and international recruitment.
8. Contact and meet key influencers of prospective students such as high school or private counsellors, teachers, principals, tutors, etc, to present, explain and provide information of the University and its programmes of study and events.
9. Raise the University's profile and increase new prospective students by participating in off-campus recruitment activities.
10. Do presentations for high school students on and off campus, or to agents' requests, tutorial centers or any prospective student source.
11. Support the 'customer' service strategies and the frontline service provision to enquirers and visitors for both the local Cypriot market and the international market.
12. Support the successful delivery of and participate in promotional events and activities e.g. recruitment fairs, open days, campus visits, school visits etc.
13. Support the execution of the marketing and recruitment department and strategy with new cost-effective ideas that will assist in reaching the post holder's main objective and performance target; new students successful recruitment with UCLan Cyprus.
14. Support the social media campaigns of the marketing department and increase the / and engage with prospective students/databases, both international and local, and with students of high schools or prospects, through various communication methods.
15. Review activities and processes in the light of customer feedback and make recommendations for enhancement of the activities' effectiveness and efficiency, for communication plan, recruitment activities and promotional tools.
16. To produce frequent reports on the performance against target.
17. To undertake other duties commensurate with the level of the post as required by the Chief Operating Officer.
18. To work outside normal hours as required and to work on and off campus

Name:

Signature:

Date: