

<b>Position / Job Title:</b>	Student Recruitment Adviser (Fixed-term)
<b>Ref:</b>	721
<b>Location/Building:</b>	Studland House
<b>Faculty/Professional Service:</b>	Marketing & Communications
<b>Group/Section:</b>	Student Recruitment Campaigns and Communications
<b>Duration if Temporary:</b>	Fixed-Term, Maternity cover
<b>Normal Hours per Week:</b>	37 hours
<b>Grade:</b>	3
<b>Accountable to:</b>	Future Student Enquiries Team Leader
<b>Special conditions:</b>	May be required to work at either Talbot or Lansdowne campus and occasional weekend and evening work by prior arrangement

### **Job Purpose**

- The Student Recruitment Adviser is responsible for delivering exceptional customer service by providing clear and accurate information to prospective students and their supporters about the University, including courses, the application process and student services (such as accommodation, finance and additional learning support), to help them make informed decisions about studying at Bournemouth University.
- This includes supporting a diverse range of enquirers such as prospective undergraduate, postgraduate, and CPD students, as well as parents, carers and supporters, ensuring all interactions are professional, inclusive and aligned with BU brand values.
- The postholder will engage with prospective students across email, phone, live chat, social media and face-to-face channels, ensuring a professional, friendly and personalised experience

### **Main Responsibilities**

#### **Enquiry Management and Conversion**

- Respond to enquiries from prospective students, parents, carers and supporters within agreed service levels, providing clear, accurate advice via phone, email, live chat, social media and face-to-face, and seeing each enquiry through to an appropriate outcome.
- Write and send clear, accurate and professional responses to prospective students, ensuring communications are compliant with CMA requirements, aligned with BU brand guidelines, accessible, and are tailored to different audiences and stages of the student journey.
- Provide clear and accurate information on courses, entry requirements, fees, accommodation and student support, tailoring advice to each enquirer's needs.
- Support conversion by encouraging enquiries to take the next step in their journey, whether that is exploring courses, booking an event, or progressing to an application.

- Recommend suitable courses and use cross-selling techniques to suggest alternative or related courses where appropriate.

### **Expert Knowledge**

- Maintain up-to-date knowledge of BU courses, entry requirements and the student journey from enquiry to enrolment.
- Build good working relationships with Faculties and Professional Services to ensure information is accurate.
- Proactively share insights from prospective student interactions with student recruitment and marketing teams, helping to improve communications, campaigns, and the prospective student journey.

### **Data and Systems**

- Record all interactions with prospective students accurately in the CRM system.
- Keep enquiry records up to date, including follow-ups and outcomes.
- Support data quality by updating and maintaining records.

### **Service Support**

- Contribute to the development and maintenance of user guides, enquiry templates, and the knowledge database to support with new staff induction.

### **Additional Responsibilities**

- Work flexibly, sometimes outside normal working hours. Support wider BU events in and outside normal working hours, in line with Marketing and Communications departmental commitments.
- Undertake any other relevant duties as required by the Student Recruitment Team, including open day support, outbound follow-up campaigns for enquirers and other related activities.

### **Contacts**

**Internal:** Staff within Professional Services (e.g. Admissions, Student Services) and Faculties. Internal and external, including level

**External:** Prospective students, parents, carers and supporters, schools, careers advisors and other stakeholders.

### **Challenges**

- Managing a high volume of enquiries across multiple communication channels.
- Maintaining accurate knowledge across a wide range of courses and services.
- Balancing speed of response with quality of advice.
- Supporting conversion in a competitive recruitment environment.

### **Information Governance Responsibilities**

#### **Data User**

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

### **Safeguarding and Regulated Activity**

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

### **Additional Information**

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

**May 2026**



**Person Specification**

<b>Position / Job Title:</b> Student Recruitment Adviser	<b>Position No:</b> TBC
<b>Faculty / Service:</b> Marketing & Communications	<b>Date:</b> May 2026
<b>SELECTION CRITERIA</b>	<b>Essential / Desirable</b>
Knowledge (including experience & qualifications)	
Significant experience in a varied customer service and administrative role, delivering high-quality support across multiple channels, including telephone, email, digital, and face-to-face enquiries.	<b>E</b>
An understanding of best practice to retain enquirers and aid conversion	<b>D</b>
Experience of providing advice and using initiative to make decisions within a customer focused service	<b>D</b>
Demonstrable ability to learn, retain and develop detailed and complex information	<b>E</b>
Experience of, and ability to, work as part of a team	<b>E</b>
Experience of working in a busy customer facing environment	<b>E</b>
Skills	
Excellent and effective verbal and written communication skills	<b>E</b>
Excellent customer service skills	<b>E</b>
Excellent listening and interpretive skills	<b>E</b>
Excellent time management skills with the ability to multitask effectively in a fast-paced environment	<b>E</b>
Strong IT skills (Word, Outlook & Excel)	<b>E</b>
Attributes	
Professional approach to work, good rapport building	E
High level of attention to detail	E
Customer service orientated	E
Ability to organise, prioritise workload and information and share appropriately with different audiences	E
Ability to work on own initiative and in a proactive manner, self-motivated and can work effectively unsupervised	E
Flexible work approach, embraces change and able to meet the flexible work requirements of the role	E
Confident and calm when dealing with pressured and fast paced work environments	E
Ability to analyse personal performance and identify development needs	E
Personable and able to communicate with a diverse range of internal and external stakeholders	E
Ability to take direction and follow instructions and processes	E
Positive attitude towards safeguarding	E