

Job Description

Post/Job Title:	Student Recruitment Adviser
Ref:	214/ 0005051183
Location:	Studland House
Faculty/Professional Service:	Marketing & Communications
Group/Section:	Marketing Services
Hours per week:	29.5
Shift patterns:	Contracted hours to be set between Monday-Friday 9am – 5pm, shift patterns to be agreed with the successful candidate.
Grade:	3
Accountable to:	Enquiries Team Leader
Special conditions:	May be required to work at either Talbot or Lansdowne campus and occasional weekend and evening work by prior arrangement

Job Purpose

- To provide a breadth and depth of expert knowledge of all University courses, Partner Institution courses, Business/CPD courses, the Professional Services (Accommodation, Finance, International, Library, Additional Learning Needs etc) and the application process and procedures which influence the decision making process about whether to attend BU in order to deliver an exceptional customer service to ALL BU prospective student enquiries.
- To proactively engage with other departments at the University to ensure information is regularly checked for accuracy and to facilitate the flow of new information into the teams systems and processes.
- To engage enthusiastically with our enquirers via email, telephone, face to face and social media to ensure a professional and “personal” service is provided.
- To follow up enquirers with outbound campaigns as BU demands including targeting segments for relationship marketing purposes.

Main Responsibilities

- To receive, acknowledge and proactively respond with expert advice and information, within set time frames, to all inbound enquiries received into the University via email, telephone, face to face and social media from a wide diversity of groups including prospective Undergraduate, Postgraduate, International and CPD students, parents and Careers/School contacts in a professional and BU-brand consistent manner.
- To reach and maintain an exemplary level of knowledge of the core information of ALL courses offered across the entire BU portfolio including Undergraduate, Postgraduate, full-time and part-time courses and Partner Institution courses.
- To develop and maintain a detailed knowledge and understanding of all University processes relating to application, offer making, confirmation and all points during the prospective student’s journey from enquirer to enrolment.
- To understand the requirements and situation of the enquirer in sufficient depth, including international students, and to use own judgement to proactively introduce (to adopt selling and cross selling techniques) appropriate courses.

- To maintain by proactively building relationships with other Professional Services and Academic Schools, with the aid of an induction training programme, up to date knowledge of the entire BU and PI's portfolio of courses.
- To understand and interpret each enquiry correctly and, using own judgement and training provided to source and provide a full, accurate and appropriate response through to completion.
- To manage all administrative tasks, records and processes relating to enquiries including necessary follow up, funding, accommodation & international advice and BU non related information to ensure the enquirers needs are fulfilled to BU standards.
- To accurately update, maintain and cleanse enquirer information on the CRM system and other systems used (FAQ database).
- To draft, using appropriate language for an external audience, submissions for the Frequently Asked Questions knowledge database. To understand all technical functionality and features of the BU FAQ tool, to a detailed level.
- To draft contributions for the FSET Team Manual.
- Contribute to new staff induction to BU via training on enquiry handling to ensure a Uni-wide appreciation of the importance of a BU wide view on recruitment.
- To undertake various ad-hoc duties as requested by the Marketing and Recruitment team including Open Day assistance, on campus tours and other duties.

Organisation Chart



Contacts

Internal:

Academic and administrative/support staff within Professional Services, Schools and Faculties.

External:

All prospective student enquirers including Undergraduates, Postgraduates, Partner Institution students, International students, parents and careers advisors.

Challenges

To develop the breadth and depth of knowledge required for professional enquiry handling at BU.

To maintain excellent University-wide relationships to facilitate communication and renewal of information into the various systems to be used.

To achieve targets and interact successfully with BU staff.

To make a positive contribution to the customer service culture at BU.

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

NB:

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.

September 2024



Person Specification

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Faculty / Service: Marketing & Communications	Date: September 2024
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Significant proven success in a wide-ranging and varied administration role. This will include providing a high-quality service to telephone, email, postal and face to face enquiries	E
An understanding of best practice to retain enquirers and aid conversion	D
Experience of providing advice and using initiative to make decisions within a client-focused service	D
Demonstrable ability to learn, retain and develop detailed and complex information	E
Experience of, and ability to, work as part of a team	E
Experience of working in a busy customer facing environment	E
Experience of working in a Further Education or Higher Education environment	D
Skills	
Excellent and effective verbal and written communication skills	E
Excellent customer service skills	E
Excellent listening and interpretive skills	E
Strong IT skills (Word, Outlook & Excel)	E
Attributes	
Professional approach to work, good rapport building	E
High level of attention to detail	E
Customer service orientation	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