

Group Member:		Luminate Education Group	
Job Title:		Events and Student Recruitment Assistant	
Reports to:		Student Recruitment Manager	
Job Grade	Grade A	Department	Marketing and Student Recruitment (HE)

ROLE SUMMARY:

We are a friendly, enthusiastic team with a passion for working with a diverse group of people, to deliver an outstanding customer experience to our students, visitors and stakeholders. This role is responsible for supporting high-quality student recruitment events and student recruitment activities for Luminate's HE institutions (Leeds Conservatoire and University Centre Leeds). Activities will take place on-campus, online and in external settings such as schools and colleges. Events include open days, offer holder days, school taster days and workshops, careers fairs and exhibitions.

Reporting to the Student Recruitment Manager, you will work closely as part of a busy team to ensure that applicants, key influencers and colleagues receive a high-quality level of customer service. The post holder will support the maintenance and development of relationships with external stakeholders (such as feeder schools, colleges and groups) to support applications to Luminate's HE institutions.

Occasional evening and weekend work required, which will include travel around the UK and may include overnight stays.

SPECIFIC ROLE RESPONSIBILITIES:

1. Support the delivery of a range of student recruitment events and activities for Luminate's two HE institutions. This includes activities on campus, at external sites and online, ensuring an excellent experience for applicants and support for academic colleagues.
2. Work closely with internal stakeholders, other professional departments, and the wider marketing and student recruitment team to deliver an excellent customer experience.

3. Collaborate with relevant colleagues in the admissions, digital and strategic marketing teams to ensure that recruitment events are well promoted and that communications and web content for recruitment events are optimised for an excellent visitor experience.
4. Support the recruitment, training and work allocation of student ambassadors to assist with a range of recruitment activities each year, providing on-going support for them during their employment with us.
5. Support the monitoring and evaluation of the effectiveness of all student recruitment, access and education engagement activities. Provide feedback and market research on activities to inform future recruitment strategies and add value to reports for senior management.
6. Respond to day-to-day enquiries from teachers and prospective students and ensure Customer Relationship Management systems are kept up to date with information about key contacts, schools, colleges and community groups.
7. Attend and contribute to team meetings, planning days and other departmental staff events.
8. To conduct any other work commensurate to the role.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and cooperate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody the Group's Values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Ownership

Using our robust business planning model to allow areas to have clear ownership over their vision and performance

Enjoyment

Fostering environments that enable staff and students to be brave, interact and have fun

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Passion

Encouraging all to have aspiration and passion in everything they do.

Creative

Always hungry to learn and looking ahead so we can be responsive

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The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it is an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment,
C = Certificate

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. GCSE grade 4/C (or equivalent) in English Maths	A / C
D	A degree or equivalent	A / C

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of organising or supporting the delivery of events.	A / I
E	EK2. Experience in a customer service or administrative role.	A / I

D	EK3. Knowledge of the Higher Education sector, and an awareness of sector and competitor behaviour with regards to recruitment events (e.g. open days).	
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Skills and Competencies

Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Ability to work flexibly across a number of tasks and changing priorities	I
E	SC2. Good communication skills	A / I
E	SC3. Excellent customer service skills	I
E	SC4. Good basic IT Skills	A / I
E	SC5. Good problem-solving skills	I
D	SC6. Good attention to detail and accuracy	A / I

Behavioural, Values and Ethos

Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I