

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Leeds Conservatoire and University Centre Leeds
Core Job Role:	
Job Title:	Education Engagements & Recruitment Coordinator
Reports to:	Education Engagements & Recruitment Manager
Grade	C
Date of compilation:	July 2024

ROLE SUMMARY:

This role is responsible for coordinating and delivering high-quality student recruitment events and education engagement activities for Luminate’s HE institutions (Leeds Conservatoire and University Centre Leeds), with the objective of increasing student recruitment and meeting relevant Access and Participation targets. Activities will take place on-campus, online and in external settings such as schools and colleges.

Reporting to the Education Engagements & 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 manage, review and develop relationships with external stakeholders (such as feeder schools, colleges and groups) to support applications to Luminate’s HE institutions. They will also be expected to coordinate internal stakeholders when managing recruitment event logistics.

The post holder will manage and oversee the workload, training and development of the Education Engagements & Recruitment Apprentice.

The role is ideal for someone enthusiastic and customer focused, who is passionate about student recruitment.

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

SPECIFIC ROLE RESPONSIBILITIES:

1. Coordinate and manage a range of high-quality education engagements and student recruitment events for Luminat's HE institutions. This includes activities on campus, at external sites and online, ensuring an excellent experience for applicants and support for academic colleagues.
2. Deliver a plan for ensuring that Luminat's HE recruitment events are innovative, interactive, and engaging, working 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. Maintain positive external relationships with key events venues and suppliers.
5. Play a key role in the Leeds Conservatoire Futures scheme - managing, reviewing and developing relationships with key practitioners from schools, colleges and community groups to support access to Higher Education.
6. Plan, facilitate and deliver relevant and accessible presentations to potential applicants online and in-person about a range of educational topics to encourage students to consider their HE options at Luminat.
7. Responsible for the workload, training and development of the Education Engagements & Recruitment Apprentice, including monitoring performance and providing the post-holder with accurate information regarding administrative policies and procedures.
8. Coordinate the recruitment, training and work allocation of student ambassadors to support a range of recruitment activities each year, providing on-going support for them during their employment with us.
9. Liaise closely with the Education Engagements & Recruitment Manager and the Access and Participation Manager to monitor and evaluate 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.
10. Work closely with curriculum departments within the Luminat FE colleges to promote positive transition and support for pre and post-16 students into University Centre Leeds.
11. Support the workload of Officers in the team and deputise as required for the Education Engagements & Recruitment Manager.
12. Keep up to date with competitor practices in the Higher Education student recruitment landscape.

13. Represent Luminare's HE institutions at relevant groups and bodies, e.g. HELOA, and to recommend best practice for student recruitment activities.
14. Attend and contribute to team meetings, planning days and other departmental staff events.
15. 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 co-operate 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 Luminare Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Ownership & performance

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

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Person Specification

Job Title:	Education Engagements & Recruitment Coordinator
Department	HE Marketing and Student Recruitment

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 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, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Degree or equivalent qualification	A / C
D	Q2. A commitment to own professional development	A / C
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of planning events in an educational setting	A / I / T
E	EK2. Experience of delivering high-quality activities, tailored to specific audiences (E.g: events, presentations, recruitment fairs, workshops, talks)	A / I / T
E	EK3. Experience of building successful relationships with internal and external stakeholders	A / I

E	EK4. Experience of monitoring, evaluating and assessing the effectiveness of activities	A / I
D	EK5. Experience of using project management techniques to aid events planning and management	A / I
D	EK6. Experience of staff supervision	A / I
D	EK7: In-depth knowledge of the Higher Education sector, and an awareness of sector and competitor behaviour with regards to recruitment events	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Good events management skills, including logistical planning, risk assessment, and innovative delivery	A / I
E	SC2. Efficient approach with a strong attention to detail	A / I
E	SC3. Excellent organisational skills and ability to own project delivery	A / I
E	SC4. Strong customer focus with a track record in delivering outstanding customer service	A / I
D	SC5. Can build positive working relationships with colleagues	A / I
D	SC6. Comfortable with change and innovation	A / I
D	SC7. Ability to incorporate data, insight, feedback and research into events management plans	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