



Student Recruitment Officer



Role Profile

Job title:	Student Recruitment Officer
Salary/ Rate:	£25,000 - £30,000
Responsible to:	Student Recruitment Manager
Responsible for:	Student Recruitment
Contract Type:	Full Time Permanent
Hours per week / FTE :	37.5 hours per week

Job Purpose

The Student Recruitment Officer plays a key role in driving UA92's growth by building strong relationships with schools, colleges, communities and prospective students, and by proactively converting interest into enrolments. Acting as a brand ambassador, the postholder will lead targeted recruitment activity across priority regions, nurturing leads from first enquiry through to enrolment and delivering a high-quality, relationship-led applicant experience.

The role has a strong sales focus, working to clear recruitment targets and KPIs, managing a pipeline of prospective students, and taking ownership of conversion activity to maximise enrolments. Through strategic account management, proactive outreach and data-driven insight, the postholder will strengthen key partnerships, identify new opportunities, and contribute directly to UA92's commercial and recruitment growth ambitions

Role Specific Duties and Responsibilities

Key Responsibilities

Student Recruitment

- **Be an Ambassador for UA92:** Drive forward recruitment efforts in targeted sectors and areas, supporting our overarching student recruitment strategy.
- **Develop Key Relationships:** Effectively build and maintain connections with teachers, advisors, community groups, and industry partners to establish a strong pipeline of prospective students.
- **Represent UA92 at Events:** Attend recruitment events across the UK, delivering engaging presentations, providing accurate information, and guiding prospective students through the application journey.

Sales and Account Management

- **Build and manage a strong lead pipeline,** proactively nurturing prospective students from first enquiry through to enrolment.
- **Deliver a consultative approach to student recruitment** listening to aspirations, identifying best-fit programmes, and guiding individuals through key decision points.
- **Take ownership of allocated regions and accounts** (schools, colleges, outreach partners), driving performance against agreed KPIs and growth targets.

- **Track to manage follow-up activity**, monitor engagement levels, and convert enquiries into applications and offers.
- **Strengthen partner loyalty** by providing regular updates, relationship touchpoints and tailored materials that support ongoing student referrals.
- **Work collaboratively** with admissions, marketing and student experience teams to ensure a consistent, relationship-led approach throughout the applicant journey

Relationship Building

- **Strengthen School and Community Partnerships:** Manage relationships with target schools, colleges, and community organisations, driving student recruitment to UA92.
- **Lead the Student Ambassador Programme:** Oversee recruitment, training, and management of ambassadors to ensure a positive impact.
- **Collaborate Across Teams:** Work with internal teams such as Academic, Partnerships, and Marketing to align recruitment activities with UA92's strategic goals.

Data and Evaluation

- **Data Collection and Analysis:** Gather, track, and analyse recruitment data, playing a key role in executing the 'target schools' plan.
- **Continuous Improvement:** Use data-driven insights to refine UA92's recruitment strategies, supporting an agile and responsive approach.

General Duties and Responsibilities

- Champion the UA92 brand and foster a culture of innovation, growth, shared responsibility and individual accountability always putting provision of an excellent student experience in primary focus.
- Be a pro-active, effective and supportive team member.
- Maintain a cost-conscious and efficient approach when undertaking all aspects of the role in order to manage resources effectively, optimise performance and contribute to the future success of UA92.
- Comply with appropriate legislation and local policy in respect of confidentiality, information governance and security, Freedom of Information, Data Protection and the GDPR.
- Contribute to a safe learning and work environment ensuring awareness of individual responsibilities and compliance with Health and Safety and Safeguarding policies and procedures at all times.
- Participate in objective/target setting and review/appraisal of your own performance to inform personal development aligned to the role and progression/remuneration decisions.
- Participate in mandatory and other training and development opportunities supporting a culture of continuous professional, personal and team development.
- Promote equality of opportunity and diversity for students and staff ensuring an inclusive and supportive learning and work environment.
- Any other duties commensurate with the grade and level of responsibility for which the post holder has the necessary experience and/or training.

This job description is intended as a general guide to the duties attached to the post. It may therefore be altered from time to time, in consultation with the role holder, to reflect the changing needs of UA92.

This role requires evening and weekend work and travel to support student recruitment and events.

Person Profile		
Criteria	Essential / Desirable	Method of Assessment*
Experience and Knowledge		
Experience in working in a sales or business development role and have a target-driven approach	Essential	Application Form / Interview
Experience in account management and engagement including presenting to large groups	Essential	Application Form / Interview
Exceptional communication and presentation skills, with a talent for engaging audiences.	Essential	Application Form / interview
Job Related Skills and Abilities		
The ability to work proactively and collaboratively in a target-driven environment.	Essential	Interview
Understanding of the challenges young people face accessing higher education, with a passion for making it accessible to all.	Essential	Interview
Experience of working in a student recruitment role	Desirable	Interview
Knowledge of the Greater Manchester community and the higher education recruitment cycle.	Desirable	Interview
Ability to work to targets and manage KPI's	Essential	Interview
Values and Behaviours		
Acts as a role model for the UA92 Values (<i>We Care, We're Brave & Bold, We're Inclusive</i>)	Essential	Interview
A clear passion for and a desire to provide an outstanding student/staff experience.	Essential	Application Form / Interview
A commitment to equality and diversity and the safeguarding and wellbeing of young people, vulnerable adults, children and staff.	Essential	Application Form / Interview
A strong and resilient team player with drive, determination and a natural desire to work collaboratively.	Essential	Application Form / Interview

A high level of integrity with a personal style that inspires trust and confidence.	Essential	Interview
Innovative, creative and resourceful, with a commitment to continuous improvement.	Essential	Interview
Enthusiastic and self-motivated with a commitment to continuous professional development.	Essential	Interview