

Job Description

Student Recruitment and Events Officer

Salary:	Grade 6
Contract:	Full time, fixed term
Location:	Canterbury Campus
Responsible to:	Marketing, Recruitment and Engagement Manager
Responsible for:	Communications and Events Coordinator
Job family:	Administrative, professional and managerial

Kent and Medway Medical School

KMMS welcomed its first students in 2020 and achieved full GMC accreditation in 2025. Our mission is to widen participation, train excellent doctors, and improve health in Kent and Medway. We deliver a five-year undergraduate programme and a growing portfolio of postgraduate study, including the MSc in Clinical Education and Physician Associate Studies.

Equity, Diversity and Inclusion

KMMS is proud to have a diverse and inclusive community of students and staff. We welcome applications from members of all the non-majority parts of our community and KMMS is committed to fair treatment and to ensuring that the learning and working environment are supportive and inclusive to all. Duties in the delivery of learning, teaching and supporting students and staff should be performed in a manner in keeping with the School's core values.

Job purpose

The Student Recruitment and Event Officer will support the Marketing, Outreach and External Engagement Manager to deliver a wide range of internal and external events to ensure that KMMS successfully recruits students from across the UK and internationally, with a particular focus on attracting students traditionally less well represented in medicine.

In this role you will be responsible for the applicant journey from their first contact with KMMS until they arrive on campus. You will develop, co-ordinate and evaluate appropriate targeted recruitment activities, both virtual and in- person, to deliver on the schools marketing and recruitment strategy. The post holder will attend and deliver a range of recruitment activities in the UK, mainly in the South East. The post holder will also be responsible for delivering a number of high-profile recruitment events including KMMS Open Days and Offer Holder Days. The role involves a high degree of liaison with schools and colleges across the region and both our parent universities which will require regular communication, visits, presentations, and relationship building to ensure that KMMS successfully recruits students and encourages more applications to medicine.

This role will support potential applicants from their first point of contact with KMMS, through the application and interview process right up to their arrival in Welcome Week.

Key accountabilities

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Act as an ambassador for KMMS and to promote the institution to prospective students, their families and teachers at recruitment events in the UK providing follow up reports from all recruitment events and visits.
- Work with the Outreach Officer to deliver post-16 activities to schools and colleges (virtual or in-person) and to promote medicine as a career option and attend events such as UCAS fairs and school and college higher education fairs. Complete follow up activities including gathering feedback, compiling and delivering reports and recording necessary data on the Higher Education Activity Tracker.
- Create and deliver a regular programme of engaging and authentic content and presentations, videos, and webinars to prospective students and influencers in line with the KMMS recruitment strategy. Deliver weekly Instagram Q&A sessions for an audience of up to 500 per week.
- Organise and deliver KMMS specific events such as regular in person and virtual Open Days (approx. 10 in total). Plan and deliver training materials to KMMS, University of Kent (Kent) and Canterbury Christ Church University (CCCU) colleagues to support recruitment and conversion activities at KMMS and across the universities. Act as the main point of contact for queries and feedback throughout the year.
- Design and deliver regular offer holder/keep warm events and communications including newsletters and Welcome Week activity in collaboration with the Student Life and Wellbeing and Curriculum Teams.
- Provide specialist advice to prospective students and their families on a range of topics relating to applying and studying at a medical school, this will include student finance and scholarship details and accommodation options. Ensure this information is up-to-date, correct, and distributed across the network of contributors.
- Report on and evaluate existing activity and keep abreast of changes within the Higher Education sector in order to continually improve recruitment processes and to seek opportunities to innovate in the digital sphere. Act as a member of the KMMS Recruitment and Admissions Board, contributing presentations and reports,
- Network with colleagues in other Higher Education Institutions (HEIs) in respect of best practice concerning student recruitment and event management using recognised sources such as UCAS, and to participate in groups as may be deemed beneficial.
- Hold ownership of information about KMMS in the prospectus, and on KMMS, Kent, CCCU and external websites, ensuring information is correct and updated in a timely fashion, in line with CRM regulations.
- Collaborate with Curriculum and Assessment colleagues regarding the Multi-Station Mini Interviews in regards to all aspects that relate to admissions and marketing.
- Liaise with the Admissions team and Student Records team to ensure accurate information is shared with applicants and to ensure the smooth onboarding of new students
- Oversee the scholarship process, and ensure timely communications regarding DBS and Occupational Health communications
- Support the Year 12 Virtual Medical School Programme to help encourage local students from non-selective schools to consider applying for medicine and supporting them through the application process via our dedicated mentoring programme.
- Support the training and development of the KMMS student ambassadors to support our recruitment activities and to ensure they are well briefed and recruited and paid in a timely manner.
- Deputise for the Marketing, Outreach and Engagement Manager as required, take on line management duties as required.
- Support work in the wider communications, marketing, outreach and admissions teams as needed during peak times or to cover absence (training will be provided).

Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- The role holder is expected to work with initiative and autonomy to manage a busy workload with competing priorities and deadlines. The role holder will need to work independently and proactively when arranging their work, dealing with urgent requests that mean that planned work may need to be rearranged, or deadlines negotiated, to meet KMMS objectives.
- It is essential that our internal and external events are of high quality with excellent engagement and demonstrate our values.
- You will be the face of KMMS and in many instances a prospective students' first interaction with the school. You will therefore need to be professional and knowledgeable about KMMS, Kent and Christ Church, and enjoy engaging with students, applicants and stakeholders.
- Responsible for the applicant journey in terms of marketing, communications and events.
- The role holder will work with multiple stakeholders including staff from Kent, Christ Church, NHS Trusts and Primary Care Networks. To develop collaborative partnerships the role holder will require excellent negotiating and persuasion skills in order to achieve the best outcomes for all.
- KMMS is in a phase of growth and there may be changes to ways of working and the tasks undertaken by the role holder on a regular basis. The role holder will be involved in shaping the strategy and priorities of the wider Communications, Recruitment, Engagement, Admissions and Marketing team as it grows and new challenges and opportunities arise.
- The role holder's workload may be unpredictable. Regular out of hours working and travel will be essential to the post.

Facts & figures

The team consists of four staff members and totals 5 FTE, led by the Marketing, Outreach and Engagement Manager, and oversees the following:

- Supporting the content gathering for up to 5 weekly student newsletters and other opinion former communications, daily posts on social media channels, and weekly live sessions
- Planning and delivery of 7 weekend Open Days and up to 6 evening Open Days annually with potential overnight stays relating to support at Recruitment Events and School Careers Fairs across the year. This will require the post holder to be flexible in their working and will involve some travel. Planning and support for approx. 10 VIP visits to KMMS per year
- KMMS received over 1600 applicants in the 2024/25 recruitment cycle for 117 places
- Visiting virtually or online schools across Kent and Medway – up to 1 x weekly throughout peak times, and support Year 12 recruitment activities which may include the organisation and delivery of an annual summer school

Internal & external relationships

Internal: Administrative staff across the University including conference office and timetabling. Students, academic and professional services staff at all levels at KMMS, the University of Kent and Canterbury Christ Church University.

External: Head Teachers, subject teachers, support staff, and school students in target schools, community groups, visitors to KMMS, NHS staff, Brighton and Sussex Medical School staff, professional and medical organisations. and members of the KMPF UniConnect central teams. British Councils, British Embassies, event providers/organisers, UCAS, HELOA, local schools and colleges, future students, and key influencers: parents, teachers, advisors.

Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Regular use of Screen Display Equipment
- Repetitive limb movements
- Prolonged physical/manual work/Manual handling (inc. human beings)
- Conflict resolution
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There may be a requirement to work evenings and weekends
- Ability to occasionally travel in a timely and efficient manner between campuses

The office works under considerable pressure during the second half of August, as well as throughout October and November and it will not normally be possible for the post holder to take leave during this period

Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

Essential Criteria:

- A-Level or equivalent and GCSE Maths & English (grade C/4 or above) or equivalent (A)
- An understanding of Higher Education recruitment (medical school recruitment is desirable), the student experience, including an understanding of current issues surrounding undergraduate students, especially funding and recruitment (A, I)
- Knowledge and understanding of recruitment ideally gained in the Higher Education sector (A, I)
- A track record of delivering effective presentations; in addition to other HE Fair activities and recruitment activities (I,T)
- Experience of using spreadsheets and databases on a regular basis (A, T)
- Excellent oral and written communication skills including the ability to communicate clearly and accurately with a wide range of people (internal and external) (I,T)
- Experience of making engaging social media content for professional reasons and newsletter writing expertise (A, I)
- Excellent interpersonal and customer service skills including a helpful and responsive manner with the ability to remain calm when under pressure (I)
- Excellent attention to detail and high degree of accuracy (I,T)
- Experience of and ability to manage own workload, prioritising tasks as appropriate to meet changing demands and deadlines in a busy environment (I)
- Ability to work under pressure (A, I)
- Ability to work both independently and in cooperation with others to meet deadlines (A, I)
- Good IT skills, particularly Microsoft Office packages and ability to learn new office processes (A, I, T)
- Willingness and ability to travel. The post holder will frequently be expected to spend time away from home and to work unsociable hours, including a degree of evening and weekend work throughout the year (I)
- A firm commitment to fostering a working and learning environment that is respectful, inclusive and values diversity, including diversity of thought, and which enables staff and students from a wide range of backgrounds to thrive (I)

Desirable Criteria:

- Experience of using social media for professional reasons and newsletter writing expertise (or willingness to learn these) (A, I)
- Experience of using and managing data in line with GDPR and handling sensitive matters with discretion (A, I)
- A working knowledge of the UCAS admissions process for medicine would be advantageous although training will be provided (A, I)

Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage