

Job Description

Student Recruitment and Events Officer

Salary:	Grade 6
Contract:	Full time, ongoing
Location:	Canterbury
Responsible to:	Marketing, Outreach and Engagement Manager
Job family:	Administrative, professional and managerial

**KENT AND
MEDWAY
MEDICAL
SCHOOL**



Canterbury
Christ Church
University



Kent and Medway Medical School

Kent and Medway Medical School (KMMS) opened to our first cohort of 108 pioneer students in September 2020. Our vision for KMMS is to create a new medical school for Kent and Medway that becomes a beacon for first-class medical education and research. The School will attract the most talented aspiring doctors from within the local community and beyond, offering training and development opportunities that will help to keep that talent in Kent and Medway.

KMMS brings together the existing centres of excellence in health and medical education provided by the University of Kent and Canterbury Christ Church University and local healthcare organisations, to offer a new model of person-centred medical education.

Lead by its Founding Dean, Professor Chris Holland, the School offers 109 Home and up to 8 international undergraduate medical places on a yearly basis. The five-year undergraduate programme is taught at the Canterbury campuses of both university partners with medical placements within Primary, Community and Secondary Care across Kent and Medway.

The University of Kent is a leading academic institution. It has an excellent track record in health training, research and innovation across a range of disciplines, including Biomedical Science, Pharmacy and the Social Sciences. The University of Kent is also one of two equal partners in the Medway School of Pharmacy (MSOP) which opened in 2004 and graduated its first MPharm students in 2008. The MSOP is underpinned by the University of Kent and the University of Greenwich and is based on a shared campus in Medway.

Canterbury Christ Church University has a significant portfolio of pre-registration healthcare programmes, underpinned by strong leadership, extensive relationships to support clinical placements, simulation facilities, and internationally recognised research promoting health and wellbeing.

Job purpose

The Student Recruitment and Event Officer will support the Marketing, Outreach and 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.

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, Offer Holder Days and the Multi-station Mini Interviews that all KMMS applicants take either in person or online as part of the application process. 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.

- To 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 teachers in schools and colleges to organise school visits (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). Lead on the organisation of annual in person and online Multi-station Mini Interviews for about 500 applicants each recruitment cycle. This will involve close liaison with colleagues at Kent and Christ Church and multiple external stakeholders. The postholder would also be responsible for organising repeated interview cycles and Clearing if required.
- Plan and deliver training materials to KMMS, Kent and Christ Church 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.
- Ownership of the contact database for schools, colleges and other stakeholders across all activities, ensuring all data is updated and held in line with GDPR. Ownership of information about KMMS in the prospectus, and on KMMS, Kent, Christ Church and external websites, ensuring information is correct and updated in a timely fashion, in line with CRM regulations.
- Run 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 on 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.

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.
- The role holder will work with multiple stakeholders including staff from Kent, Christ Church, Brighton and Sussex Medical School, 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 and will include supporting key initiatives within the wider team where required. Regular out of hours working and travel will be essential to the post.

Facts & figures

- The team consists of four staff members and totals 4 FTE, managed by the Marketing, Outreach and Engagement Manager
- Provide direct support to annual Multi station Mini Interviews – about 500 in person interviews each one involving 8 different interviewers across 7 stations and online MMIs for international students. These events are attended by 600 attendees in total, from Kent, Christ Church, the NHS and other external stakeholders, and are a major marketing as well as recruitment activity
- 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. 20 VIP visits to KMMS per year
- KMMS received over 2100 applicants in the 2023/24 recruitment cycle for 108 places
- Visiting virtually or online schools across Kent and Medway – up to 1 x weekly throughout peak times, and lead 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:

- Repetitive limb movements
- Regular use of Screen Display Equipment
- 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 travel in a timely and efficient manner regularly between campuses
- Overseas travel may be a requirement of the role
- 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 (A)
- 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)
- 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)
- Commitment to deliver and promote equality, diversity and inclusivity in the day-to-day work of the role (I)
- Firm commitment to achieving the University's vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research (I)
- Commitment to deliver and promote equality, diversity and inclusivity in the day-to-day work of the role (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