



Job Description - Student Recruitment Project Manager

Job Title:	Student Recruitment Project Manager	Contract Type:	Specific Purpose (Maternity Cover) 9 – 12 months <i>Commencement Date: February 2021</i>
Function:	Assistant Registrar – Strategic Development Function (SD)	Hours of Work:	9.00 – 5.00, 5 days per week Due to the nature of this role, flexibility of working hours is required (some weekends and evenings) for Student Recruitment related events.
Reports to:	Assistant Registrar – Strategic Development	Salary:	Commensurate with qualifications and experience

Carlow College, St. Patrick's

Carlow College, St. Patrick's is a small third level College specialising in degree level education in the Arts, Humanities and Social Care areas. The College has a rich tradition of education since its establishment in 1782. Its historic campus close to the centre of town offers an ideal learning environment. The College has a strong reputation for the quality of its education, based on small class sizes, an engaging and research active faculty, with strong academic supports for students. Currently it delivers degree programmes involving the disciplines and fields of English Literature, History, Philosophy, Theology, Psychology, Social Care and Social, Political and Community Studies. At postgraduate level, a professionalising Masters is offered in Leadership in Therapeutic Child and Social Care. Additionally, it has an international programme attracting students from a number of Colleges in the United States. Student enrolment is around 500.

The College is undertaking substantial programme development and expects to have new programmes at undergraduate and postgraduate level validated for a first intake in September 2021.

Role Overview

The College is continuing to seek to increase student enrolment across all its programmes. The Student Recruitment Project Manager will play an important role in achieving this through building and engaging the College's student and stakeholder base. The College now seeks to appoint a Student Recruitment Project Manager (Maternity Cover) to lead the Office and to develop its work in line with the College's strategic intent. The Student Recruitment Office utilises Business to Business and Business to Consumer approaches. Externally, the Student Recruitment Office works/will work with all providers of secondary or post-secondary education and with relevant organisations or associations working with prospective third level students including mature learners. Internally, the Office will work closely and collaboratively with varying College Functions i.e., Marketing Function, the Admissions Office, the Office of the Registrar, the International Officer, Programme Directors, and all other offices and staff of the College as required.

The Student Recruitment Project Manager has responsibility for the management of the delivery of the evening courses and the continuous professional development programmes of the College. In this work, the Student Recruitment *title* will collaborate with the Assistant Registrar, (SD) and other staff in the development and extension of the evening courses and CPD programmes offerings of the College.

The Student Recruitment Office has a close working relationship with the Marketing Function in all activities relating to student recruitment.

*The Student Recruitment Project Manager leads the Student Recruitment Office and is responsible for managing the recruitment of all learners to the College programmes, including postgraduate programmes, undergraduate programmes, continuous professional development programmes, and evening courses.

Reporting Line

The Student Recruitment Project Manager reports to the Assistant Registrar, Strategic Development.

Key Responsibilities

- Manage and lead the recruitment activities for Carlow College St. Patrick's undergraduate programmes, postgraduate programmes, and other educational offerings of the College, ensuring targets are achieved.

- Create, lead and execute a student recruitment strategy with clear objectives and milestones which aligns with the overall strategic intent of the College.
- Develop and lead the College's recruitment events including Open days and Information evenings.
- Lead and manage the Scholarships programme with particular regard to the formal scholarships awards and the on-going engagement of schools and FET Colleges.
- Manage and lead the student recruitment team.
- Manage and co-ordinate all external recruitment events of the College.
- Develop and maintain close relationships with guidance counsellors and relevant stakeholders within the target schools for Carlow College
- Develop and implement a range of workshop activities, workshops and initiatives with educational institutions and related organisations to increase the number of current full and part-time Carlow College students.
- Work collaboratively with the relevant departments and Programme Directors to increase programme awareness and recruitment create and co-ordinate promotional events within Carlow College or elsewhere that are aimed at school leavers and mature learners.
- Lead and execute the design, publication and distribution of the College Prospectuses and related material in consultation with the Marketing Function, and in co-operation with Programme Directors, Admissions, V.P for Academic Affairs and Registrar, President and relevant staff members.
- Collaborate with and assist the International Office in the recruitment aspect of its work, as requested

Key Internal Relationships

- Liaise and collaborate with the Marketing Function in the design and development of recruitment related market research and data analytics.
- Liaise and collaborate with the Marketing Function in the design and development of recruitment related social network communications.
- Liaise and collaborate with the Admission Office in relation to CAO, Recruitment and Registration matters.
- Work collaboratively with the Marketing, Admissions, LIRO and SRMS functions in developing research and analysing data in relation to student recruitment.
- Work collaboratively with regulatory departments and functions such as Human Resources, Data Protection, IT and Quality Assurance in applying all policies, procedures, processes and guidelines.
- Monitor and measure the effectiveness of all Recruitment and Engagement related activities and spend.
- Liaise with the Facilities Manager on all Recruitment and Engagement related activities being conducted in the College.
- Proactively and regularly liaise and engage with the Admissions Office for updates regarding Admissions Office activity (i.e. CAO, entry requirements, statistics) that may impact information supplied on school visits and at trade fairs, etc.
- In collaboration with the Admissions Office, organise and co-ordinate mature and part-time student application assessment day.

Qualifications & Experience - Essential

- The successful candidate will have a relevant Degree.
- A minimum of 2-5 years leadership experience of developing and running successful recruitment campaigns in an educational environment.
- An excellent understanding of related higher educational products and their markets.
- Experience of organising and delivering projects including targeting, monitoring and evaluation.
- Experience of providing information, advice and guidance within a HE context to promote higher education pathways to prospective students.
- Experience of project management against tight timelines.
- Confident public speaker with experience of delivering presentations and programmes to a wide range of audiences.
- Knowledge and understanding of student recruitment issues and challenges.
- Experience of working collaboratively across teams in the pursuit and achievement of specified goals.
- Full clean driver's licence.

Qualifications and Experience – Desirable

- The successful candidate will also have a relevant Masters Degree (desirable) or equivalent experience.
- Knowledge of issues facing the Irish higher education sector.
- Experience and skill in using social media and other online marketing tools for lead generation. .
- Experience in budget management and cost initiatives.



- Experience in the design and development of promotional materials.

Skills & Competencies

- A high level of initiative, strong motivation and a well-developed capacity for self-direction in addition to an ability to work as part of a flexible team in a busy work environment and flexibility to respond well to unexpected situations and tasks as they arise.
- Excellent interpersonal and communication skills and the ability to act as an ambassador for Carlow College, as well as cultural awareness and sensitivity in interacting with people from different cultures.
- Excellent organisational skills, ability to prioritise tasks and meet deadlines with minimal supervision whilst maintaining high levels of accuracy coupled with attention to detail.
- Extensive I.T. skills: e.g. MS Office suite. Ability to continuously upgrade IT competence is a requisite.
- This role may require extensive travel, therefore candidates should be self-motivated, resilient and have the capacity to manage their own time and travel.

This job description is not intended to contain a comprehensive list of activities, duties, or responsibilities. Additional duties may be assigned based on business operational needs.

Application Requirements

Candidates should submit their C.V and covering letter specifically outlining how their qualifications and experience fits the requirements of the role to hr@carlowcollege.ie. Closing date for applications is by **Friday, 8th January 2021**.

***Please note that all applicants should answer the following questions/statements when submitting their cover letter and application. These answers will be taking into consideration in the shortlisting process:**

- Are you a third level graduate - do you hold a 3rd Level qualification?
- Do you hold a Master's Degree or equivalent?
- Do you have experience of working in a College or an educational setting?
- Do you have a minimum of two-three years relevant experience in student recruitment management?
- Do you have demonstrable experience and evidence of achieving recruitment targets?
- Do you have experience of delivering presentations and programmes to a wide range of audiences?
- Do you have experience working collaboratively across teams in the pursuit and achievement of specified goals.
- Do you have experience managing teams?
- Do you have a full clean drivers licence?
- What is your notice period?
- What are your salary expectations?

*Please note that as part of Carlow College, St. Patrick's recruitment policy, all offers of employment are subject to two satisfactory employment reference checks and evidence of qualifications. This role requires that any offers are made subject to the successful applicant undergoing Garda vetting.

Personal data will be processed in accordance with our Privacy Notice for Employees.

Carlow College St. Patrick's is an equal opportunities employer.

Benefits available through the College

- Maternity/Adoptive Leave contribution
- Paternity Leave contribution
- Parental Leave
- 20 days Annual Leave
- College Days
- Sick Leave contribution
- Bereavement and Compassionate Leave
- Study and Exam Leave
- Conferring Leave
- Time Off in Lieu (TOIL)
- Professional Membership Fees
- Educational Assistance
- PRSA Scheme
- Taxsaver
- Bike to Work Scheme
- Microsoft Home User Package (MHUP)
- Employee Assistance Programme