

# Schools & Colleges Engagement Officer

We are one of the great British art schools: a specialist creative arts university that draws on 175 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.



For further information about Norwich University of the Arts and our community please visit [norwichuni.ac.uk](https://norwichuni.ac.uk)

We celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Arts Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are renowned for our teaching quality. We have been awarded Gold in the Teaching Excellence Framework (TEF) with the highest possible rating. We are the only creative arts and design university with a triple gold TEF rating.

We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We are the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners, but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

*Professor Simon Ofield-Kerr, Vice-Chancellor,  
Norwich University of the Arts*

Committed to

# EQUALITY DIVERSITY

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change. As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

We are recruiting a new Schools and Colleges Engagement Officer. This position supports the delivery of our student recruitment and marketing activities within the East Anglia area.

The postholder will join a team responsible for the recruitment of undergraduate and postgraduate students from the UK, increasing the diversity of our student body and generating leads to expand the number and quality of applications and enrolments.

You will deal with all aspects of recruitment activity within this region as well as travelling more widely when required. You will also be required to work with our Marketing Team to create resources, assist with the recruitment and training of Student Ambassadors and work closely with colleagues within the Future Students Office, which is comprised of the Universities' International and Home Recruitment and Admissions teams.

We are looking for a professional, flexible and self-motivated individual, with experience of working with young people and meeting targets. You will be highly organised, with experience of carrying out research, data analysis and have an evidence driven approach to planning.

Excellent interpersonal and communication skills, together with a sensitivity to the needs of different people are essential. You should relish the opportunity to work on your own initiative but be able to demonstrate a proactive approach to developing team strategies.



Schools & Colleges Engagement Officer

Full-time

37 Hours per week for 52 weeks per year

Salary: From £32,546 to £37,174 per annum

Closing date for applications: 15<sup>th</sup> June 2025 at 5pm.

Interview date: 2<sup>nd</sup> July 2025









Job Description

# Schools & Colleges Engagement Officer

Reporting to: Schools & Colleges Engagement Manager

# Job Purpose

- To deliver recruitment activity for prospective applicants within East Anglia, and develop and maintain relationships with schools, colleges and the wider education community.
- To contribute to the University's strategic priorities for growth, raising the profile of Norwich University of the Arts and generating leads to increase the number and quality of applications and enrolments.







# Duties and Responsibilities

- Promote the University and its courses through the delivery of recruitment activities to post age 16 learners in schools and colleges across the allotted region.
- Support recruitment activity across the region and more widely throughout the UK as required.
- Act as the University's key representative in the region and assist with the expansion and development of recruitment activity through building and developing relationships with students, parents, teachers and advisers in schools, colleges and other educational organisations in the area.
- Gather and analyse market intelligence, including statistical data, to inform recruitment planning and development of the wider recruitment strategy, including identifying new opportunities for recruitment.
- Undertake evaluation of all recruitment activity and work with the Recruitment team to ensure that activity is reported and leads recorded in the University Customer Relationship Management system.
- Ensure accurate and current knowledge of course content, current HE issues and other relevant information to guide and advise potential students, parents, teachers and careers advisers.
- Create and deliver presentations and workshops for students, teachers and careers advisers on a range of topics related to the University and the creative industries.
- Liaise with Student Ambassadors and academic staff to deliver activities in target schools and colleges. This will involve assisting and mentoring Student Ambassadors in creating their own presentations and workshops.
- Represent the University alongside colleagues at Higher Education Fairs and other promotional events.
- Support the Recruitment team in the delivery of Open Days and other university on campus events.

and College engagement, which will feed into the wider Recruitment and Outreach Annual report and inform the recruitment strategy.

- Ensure information is accurate and updated on our Customer Relationship Management System.
- Assist in the creation of publicity and educational material for schools and colleges.
- Assist with the recruitment and training of Student Ambassadors.

## ***Other information***

- The role will require frequent and extensive travel to schools and colleges across the allotted region, as well as travel to support recruitment activity more widely across the UK. This will include overnight stays and some evening/weekend work around specific university recruitment events. This role is based at Norwich University of the Arts.
- Support the work of the Future Students Office where the role is based as required, which includes the University's UK and international student recruitment and conversion activities, as well home and international admissions.

# Person Specification

## Essential

- Educated to degree level or equivalent
  - Experience of working with young people aged 14-19 years of age to create and deliver presentations effectively in person and online
  - Excellent interpersonal and communication skills (written and oral), including the ability to research, and to build and maintain key relationships and networks
  - Experience of carrying out research and data analysis to inform workplans
  - Excellent organisational skills and experience of report writing
  - Experience of using social media and other marketing tools for promotional purposes
  - Able to work sensitively with different people's needs
  - Proficiency in Outlook, PowerPoint, Excel and Word
  - Self-motivated, with flexibility, resilience, adaptability and the ability to work on own initiative and as part of a team
- Full clean, current UK valid driving licence, in order to travel to remote locations where public transport is not available
  - Willingness to travel within the allotted region, but more widely across the UK and with regular trips to Norwich, often travelling alone and to remote locations
  - Willingness to work outside normal office hours when required, for example at the weekend or an evening event

## Desirable

- Experience of working with schools and colleges in a higher education/student recruitment context
- Experience of building and maintaining relationships with leaders in schools and colleges or other key relationships
- An understanding of the issues affecting UK student recruitment to Higher Education





# Further Information

## **Equality, Diversity and Inclusion**

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

## **Health and Safety**

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

## **Policies and Procedures**

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

## **Staff Development**

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

## **Confidentiality**

We must maintain appropriate confidentiality in relation to our work and that of the University.

## **Variation to Job Description**

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.



# General Information

## Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

## Duties

Your duties and responsibilities are outlined in the job description

## Starting Date

This post is offered on an indefinite basis to commence once you are available.

## Hours of Work

The standard hours of work are 37 hours per week.

## Salary

This post is on an incremental salary scale. The salary for this post is Grade 6, which is from £32,546 to £37,174.

## Annual Leave

Your annual leave entitlement will be 26 days per annum on appointment, rising to 28 days per annum between 3 and 5 years of service, and 30 days per annum after 5 years of service by the commencement of the annual leave year, plus 8 statutory days (pro rata). In addition, the University may grant 4 or 5 concessionary days leave per year when the University is closed.

Due to the nature of working with schools and colleges, the postholder will normally be restricted from taking annual leave during school term time.

## Pension

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a “Career Average” salary basis to which the University currently contributes an additional 25.3%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

## DBS Applications

Individuals applying for this role will be required to complete an on-line DBS check and to provide the requested original documentation for checking and photocopying as part of the application process. All costs for a disclosure and barring check will be met by the University. Failure of the individual to provide information that is directly relevant to any DBS check could lead to the withdrawal of an offer of employment.

## Interview Expenses

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

## Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas. Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route

## Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.



NORWICH  
UNIVERSITY  
OF THE ARTS

Amma Asante, Chancellor



# Application and Recruitment Process

## Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

## Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

## Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

## Submission of Application Form

Please submit both your completed application form and EDI form to [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk) quoting reference A1134.

Please note that we can only accept forms in either PDF or DOC format.

The closing date for this vacancy is:  
15<sup>th</sup> June 2025 at 5pm.

We regret we are unable to accept late applications.

## Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be:  
2<sup>nd</sup> July 2025.

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.



Adam Billings

We would like to take this opportunity to thank you for your interest in this position and wish you success with your application. If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Team by emailing [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk)







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