



**NORWICH
UNIVERSITY
OF THE ARTS**

**Student Recruitment and
Events Officer
(Fixed-term Maternity
Cover)**

norwichuni.ac.uk

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 on Norwich University of the Arts and our Community please visit www.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**



Committed to equality and valuing 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.



A BA (Hons) Film and Moving image Production student setting up in the Sir John Hurt Film Studio

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.

**Student Recruitment and Events Officer
(Fixed-term Maternity Cover)**

37 hours per week for 52 weeks per year, Full-time

Fixed-term

This position is fixed-term, and the duration of your employment will be subject to the return of the post holder on maternity leave, which is currently anticipated to be in December 2025.

Salary:

£31,396 - £36,024 per annum

Closing date for applications:

29th September 2024 11:59pm

Interviews will be held on:

16th October 2024

We are looking for an experienced and committed person to oversee the delivery of Norwich University of the Arts' student recruitment events. These events include the organisation of Open Days, post application events, college visits, teacher's events and online workshops.

The role sits within the Recruitment and Outreach team who work closely with schools, colleges and prospective students at both undergraduate and postgraduate levels to promote Norwich University of the Arts as a higher education destination for students across the UK. You will be responsible for developing a delivering targeted recruitment campaigns and activities for schools, colleges and teachers, to support the development of leads and applications. As part of these campaigns, you will be required to build positive relationships with stakeholders and put forward the University's creative vision and strategy to encourage future applications from prospective students.

You will have experience in project and event management, excellent organisational and administration skills and an interest in creative subjects.

Educated to degree level or having had equivalent experience in an events role, preferably in art design or a media setting, you will have a proven record of working effectively within a team, prioritising a varied workload with many deadlines, together with the professional attitude needed to manage important internal and external stakeholders.



Job Description

Student Recruitment and Events Officer

Reporting to: Recruitment and
Outreach Manager





Job Purpose

- To deliver and implement innovative, sector-leading recruitment and outreach activity. These recruitment events will generate leads to increase the number and quality of applications and enrolments.
- To also contribute to the University's strategic priorities for growth and raise the profile of Norwich University of the Arts.



Main Responsibilities

- Manage the development and delivery of university wide activities such as Undergraduate and Postgraduate Open Days, Applicant Days, Teacher's Days and the Art and Design Competition. This includes liaising with university staff and coordinating student ambassadors during the events.
- Develop and maintain trust based working relationships with colleagues across the University which enhance the reputation of the student recruitment team amongst internal and external stakeholders and which garner support for recruitment activities.
- Manage the development and delivery of the Norwich's virtual event offering to complement physical event delivery.
- Develop and deliver a programme of targeted on-campus and online recruitment activities for schools, colleges and teachers. This will include subject specific taster days and events throughout the year.
- Run all events with adherence to Health and Safety, Safeguarding, GDPR and CMA guidelines.
- Evaluate and report on activities and ensure that leads are recorded in our Customer Relationship Management system.
- Line management of the Recruitment and Outreach Assistant.
- Responsible for recruiting and training Student Ambassadors for recruitment and outreach activity and ensure accuracy of all related records.
- Coordinate Student Ambassadors for on campus recruitment activity and manage HR paperwork and pay claims for Student Ambassadors.
- Produce and update recruitment marketing materials such as information regarding Open Days, presentations for on-campus activity and any publications used for on campus recruitment activities.
- Support the maintenance of the universities' website through updating and development of relevant sections of the website.
- Ensure accurate and current knowledge of course content and other relevant information to guide and advise potential students, parents and advisers.
- Other duties as required by the Head of Recruitment and Outreach.



Person Specification

Essential

- Educated to degree level or having had equivalent experience in an events role, preferably in art design or a media setting.
- A proven track record of planning and implementing marketing, communications and/or recruitment projects that deliver tangible results and reputational benefits.
- Experience of managing and evaluating effectiveness of events including budget.
- Experience in project and event management including internal/external customer facing events.
- A keen interest in the arts and in promoting art, design and media as options within HE.
- Experience of delivering presentations, preferably to school and/or university-aged audiences.
- Excellent interpersonal and communication skills (written and oral), including the ability to build and maintain key relationships and networks.
- Excellent organisational skills and ability to work to deadlines.
- Experience of carrying out research and data analysis to inform workplans.
- Proficient in Outlook, PowerPoint, Excel, and Word.
- Flexibility, adaptability and the ability to work on own initiative and as part of a team.
- The ability to work sensitively with different people's needs
- Self-motivated.
- Willingness to work outside normal office hours when required for example at the weekend or an evening event.
- Due to the nature of working with schools and colleges, the post holder will normally be restricted from taking annual leave during school term time.

Desirable

- An understanding of the issues affecting UK student recruitment to Higher Education.
- Experience of using social media and other marketing tools for promotional purposes.
- Experience of using CRM systems for the implementation of marketing campaigns, plans and activity.
- Experience of working with schools and colleges in a higher education/student recruitment context.

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 position is fixed-term, available from December 2024, and the duration of your employment will be subject to the return of the post holder on maternity leave, which is currently anticipated to be in December 2025.

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 £31,396 to £36,024 per annum.

Annual Leave

Your annual holiday entitlement will be 22 days rising to 25 days after 5 years' service, 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.

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 24.4%.

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.



Students in the control room of The Sir
John Hurt Film Studio in Boardman House

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 your completed application form to jobs@norwichuni.ac.uk quoting reference **A1081** in the subject line.

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

The closing date for this vacancy is:
29th September 2024 11:59pm

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:
16th October 2024

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.

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.



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