



**Student Recruitment Officer**

**Post Reference: NU1526**

**Salary Scale: £28,031 – £31,236 per annum**

**Vice-Chancellor**  
Professor Jackie Dunne



Birmingham Newman University is located on Genners Lane, Bartley Green, Birmingham,  
West Midlands, B32 3NT.

*(HR – Template 16.1.26)*

# Birmingham Newman University

At Birmingham Newman University, we believe in the power of education to transform lives and in the potential of every individual. Our vision is to provide an inclusive and supportive environment where people are recognised, encouraged, and empowered to make a meaningful difference in their communities, industries, and the wider world.

Students, staff, and partners are more than just a number – they are recognised, encouraged, and empowered to create meaningful change. We believe that education is transformative, enabling students to see the world in new ways and to make a positive difference within it.

Building upon our Catholic heritage since 1968, Birmingham Newman has grown into a modern, inclusive university that welcomes people from all backgrounds and world views. Our values remain central to everything we do, serving as a foundation for a vibrant, diverse, and forward-looking academic community. We are proud of this heritage and continue to champion fairness, equality, and opportunity in everything we do.



We take pride in our diverse, friendly, and inclusive environment, where every student is valued, supported, and encouraged to achieve their goals. We put student success and wellbeing at the centre of everything we do, made possible by the expertise and professionalism of our dedicated staff community. Our future is shaped by a clear vision and a set of goals that reflect both our mission and our ambition, to be **the leading university in inclusive education for the graduate workforce of tomorrow**. At the heart of this is our commitment to a **values-driven, high-quality university education**.

Our focus on partnership with students and staff underpins everything we do, and this is reflected in national recognition of the quality of our student experience. We have recently been named The Times and Sunday Times University of the Year for Social Inclusion (2026), ranked 1st in England for Student Satisfaction in the Complete University Guide (2025), and named West Midlands University of the Year by WhatUni (2025). In the National Student Survey (2025) we also placed in the top ten in England for full-time student satisfaction for the second consecutive year.

We are proud to be among the top UK universities for widening participation, coming 6<sup>th</sup> in the HEPI Social Mobility Index (2024). Ninety-nine per cent of our students come from non-selective state schools, 72% are the first in their family to attend university, and over 45% come from Black, Asian, or minority ethnic backgrounds. This diversity is a strength of our community and central to our mission.

Over the past ten years our modern single-site campus, eight miles southwest of Birmingham city centre, has benefited from a significant programme of ongoing capital investment. We have built teaching, learning, and social spaces that are deliberately

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designed to support our community of staff and students to interact and learn together. Our portfolio of taught courses has also expanded in that time, reflecting our strategic goal of growing the university in ways that meet pressing social and economic needs of our region. Our specialist teaching spaces in Nursing and Allied Health, Teaching, Psychology, Sport, Law, and Computing support learning that produces highly-skilled practitioners from diverse backgrounds.

Birmingham Newman University is more than a place of study or work. It is a community rooted in care, respect, and ambition for our staff our students and the University as a whole; where staff and students work together making a difference not only in their own lives, but in their communities, professions, and the wider world.

## **Job Description**

<b>Job Title:</b>	Student Recruitment Officer
<b>Grade:</b>	Grade 5
<b>Salary:</b>	£28,031 - £31,236 per annum
<b>Hours:</b>	37 hours per week (plus significant out of hours duties at certain times of year)
<b>Department:</b>	Marketing
<b>Reporting to:</b>	Student Recruitment and Marketing Manager

### **Purpose of Post:**

The post holder will be responsible for delivering the recruitment strategy, developing strong relationships with schools and colleges, and establishing wider regional links. They will promote the internal experience of studying at Birmingham Newman University through visits to schools, colleges, and UK recruitment fairs, as well as by managing and delivering on-campus events to enhance the university's profile and drive applications. Working across both corporate and subject areas, they will build effective partnerships with academic colleagues and external School and College stakeholders. In addition, they will serve as the designated account contact for a portfolio of specific schools and colleges.

### **1. Main responsibilities:**

- Represent the university at a number of recruitment events, locally and nationally, attracting prospective students, including their families, giving them advice and guidance with regards to HE, promoting courses, giving further information regarding the university and allaying any concerns they may have.
- Promoting the university's activities and the benefits of HE through non-traditional routes, such as community groups, youth groups, etc.
- Prepare and deliver presentations and workshops to a wide range of, and different sized audiences, including teachers/advisors, parents and prospective students.
- Adhere to Health and Safety requirements, safeguarding, GDPR, CMA, in the running of and attendance at events.

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- Organise and deliver on site campus visits at Birmingham Newman University. This includes booking rooms, student ambassadors and catering, in addition to organising a programme for the day and ensuring that any visitors with additional needs are accommodated and anticipating any potential problems which may occur prior to the events and on the day of the on-campus visits.
- Develop and maintain databases of contacts, including being aware of post 16 offerings of schools and colleges and how that coincides with the courses the university offers, to support partnership and collaborative work.
- Evaluation of applicants – in terms of numbers and which schools and colleges they attended from, to update and inform recruitment activity in the next cycle.
- To professionally represent Birmingham Newman University at school/college open days and UCAS fairs. This role will involve travel and overnight stays for which expenses will be paid. Weekend and regular evening work will also be required.
- To organise, promote and deliver an annual teachers conference including the booking of external speakers.
- To support and contribute to the work of the wider Department at key points during the recruitment cycle.
- Collect, process and analyse data relating to interactions with prospective students, their parents and teachers to ensure we have a data rich tracking system for recruitment activities to inform the next cycle of events. This enables the team to prioritise activities, especially in terms of event attendance, that delivers the best return on investment to support the University's Widening Participation agenda.
- Be an active member of HELOA, adhering to the 'HELOA Good practice Guidelines' to ensure high standards of professionalism when working in HE. To represent the university when required at HELOA events.
- To attract, recruit, train and manage a team of student ambassadors. To continually review our student ambassador scheme, develop enhancements and respond to negative feedback from staff, parents or students. To book ambassadors on behalf of members of staff for events and activities, to manage the student ambassador budget, and oversee tasks and activities being the first point of call for problems and queries.
- To research, book and manage larger scale events with associated costs e.g. UCAS Exhibitions/UK University search). Sourcing logistics, accommodation and transport. Monitoring the expenditure against budget, creating cost saving initiatives.

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- Conduct market research in numerous areas, including, but not limited to, the current perceptions of Birmingham Newman University held by teachers, parents and prospective students. Evaluate competitor activities, especially around events and outreach activity offers, identify market gaps through primary research with students.
- Assist with the development and implementation of marketing campaigns including designing new marketing/display materials and inputting innovative ideas.
- To train wider members of the marketing team in areas such as delivering campus tours or specific presentations.
- Undertake appropriate training, including fire training, manual handling and first aid, CMA, safeguarding,
- To ensure all aspects of data protection (GDPR) are adhered to with regards to the collection and storage of prospective student data.
- Keep abreast of issues surrounding HE keeping colleagues informed of developments around 11- 18 education, including safeguarding and student finance.
- To carry out any other duties commensurate with the job specification and deputise for the Marketing and Student Recruitment Manager when required.
- In accordance with the University's Information Security Policy, the post holder will be dealing with 'restricted information' as part of their duties

This role requires the role holder to work wholly or predominately on campus.

## **2. Health & Safety:**

- Under the Health & Safety at Work Act 1974 the post holder must take reasonable care of their own health and safety and that of any other person who may be affected by their acts or omissions. The post holder must also co-operate with the University on all matters concerning health and safety and not interfere with, or misuse, anything provided for the purpose of health, safety or welfare. The post holder must follow Health & Safety requirements in line with their training and instruction, and report to management any unsafe acts or conditions, defects in equipment or facilities that have the potential to affect health and safety. The post holder must report to management any injuries they receive whilst at work.
- Where post holders line manage staff and services, they will be responsible for the health, safety and welfare of those staff and services in accordance with the University's Health & Safety Organisational Arrangements.

### **3. General Terms**

- Variation to Job Description

This job description summarises the main duties and accountabilities of the post and is not exclusive. The post holder may be required to undertake other duties of a similar level of responsibility. It is anticipated that this job description will change over time in accordance with the needs of the role and the post holder will be consulted on any proposed amendments. Therefore, University reserves the right to vary the duties and responsibilities of its employees within the general conditions of employment and related matters. Thus, it must be appreciated that the duties and responsibilities outlined above may be altered as required to meet the changing needs of the service.

- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that 'restricted information' or 'highly restricted information' to which they have access remains confidential during and after their employment at Birmingham Newman University. All staff must undergo appropriate data protection training as defined by the University's Data Protection Policy and comply with the University's Information Security Policy and IT User Policies including the General Conditions of use of Computing and Network Facilities, Bring Your Own Device Policy and Wireless Networking Policy.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process, attend the mandatory training and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role.
- All absence from work must be reported in accordance with the University's Absence Management Policy and recorded on iTrent and staff are expected to be familiar with and follow the Policy.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

**4. Person Specification**

<b>Criteria</b>	<b>Essential</b>	<b>Form of Assessment (*amend as applicable)</b>	<b>Desirable</b>	<b>Form of Assessment (*amend as applicable)</b>
<b>Educational Qualifications and Training</b>	Educated to degree level or equivalent.	Application	Marketing related qualification.	Application
<b>Relevant work experience and/or knowledge</b>	<p>Experience of working in a people focused environment.</p> <p>Experience of public speaking and delivering presentations to large groups.</p>	Application/ interview	<p>Experience of working in a HE/educational setting.</p> <p>Working with young people in an advisory capacity.</p> <p>Marketing experience.</p>	Application/ interview
<b>Relevant and/or Specific skills required</b>	<p>Excellent interpersonal and relationship building skills both internally and externally with senior members of staff.</p> <p>Excellent IT skills and experience in industry standard packages.</p> <p>Experience of delivering activities/services with an understanding of child protection and H&amp;S legislation</p> <p>Excellent presentation skills.</p>	Application/ interview	<p>People management experience</p> <p>Training of teams of student ambassadors or equivalent</p> <p>Experience of event management</p> <p>Project management skills</p> <p>Budget management responsibilities</p>	Application/ interview

Criteria	Essential	Form of Assessment (*amend as applicable)	Desirable	Form of Assessment (*amend as applicable)
<p><b>Personal qualities and attributes</b></p>	<p>Ability to communicate effectively and accurately in various written forms including reports, materials for applicants and promotional material.</p> <p>Ability to work as part of a team as well as work on own initiative.</p>	<p>Application/ interview</p>		
<p><b>Other</b></p>	<p>Must be able to travel and stay overnight when required.</p> <p>Required to work outside of standard office hours</p> <p>Restrictions around booking leave are in place during key times in the university calendar</p> <p>Enhanced DBS check</p>	<p>Application/ Interview</p> <p>Pre-employment check for successful candidate</p>	<p>Full Clean Driving Licence</p>	<p>Application</p>

## **General Terms & Conditions of Employment**

This post is a full time appointment, offered on a permanent basis. It will be remunerated on the single pay spine, at Grade 5 £28,031 – £31,236 per annum. The appointment is subject to meeting all pre-employment clearances and requirements of the Person Specification.

All new employees undergo a period of probation in accordance with the University Probationary Scheme and confirmation of employment is dependent on the satisfactory completion of that probationary period.

The standard hours of work are based on 37 hours per week for Professional and Support Staff and 35 hours per week for Academic Staff. Your line manager will discuss with you the required working hours.

The University holiday year runs from January to December for Professional and Support Staff and from September to August for Academic Staff. The post carries an entitlement to 35 working days (for a full-time position, otherwise pro rata) of paid leave during the course of the holiday year (pro rata if the appointment is made during the holiday year), in addition to Statutory Bank Holidays. There may also be discretionary days and days when the University is closed on particular dates in the interests of efficiency.

## **Disclosure and Barring Service**

It is a condition of employment that all relevant posts are vetted by the Disclosure & Barring Service (DBS) and if it applies to this appointment, you will be required to undertake a DBS check. The University will pay the fee for this service. Any false declarations or any findings from the Disclosure could affect the suitability for employment.

## **Pension and Auto Enrolment**

If you meet the criteria set out below and are not already an active member of any of our pension schemes, the University is required to auto-enrol you into a suitable pension scheme.

The criteria for auto-enrolment are:

- Age - if you are 22 or over but no more than State Pension Age
- Earnings - a minimum of £10,000 per year
- Working in the UK

The pension schemes supported by Birmingham Newman University are:

- <https://www.teacherspensions.co.uk> - Teachers' Pension Scheme for academic staff
- <http://aviva.co.uk> - Aviva Scheme for professional and support staff
- <http://www.nestpensions.org.uk> - National Employment Savings Trust, NEST for staff not eligible to join either of the above schemes

You will be auto-enrolled into the [National Employment Savings Trust](#) (NEST) unless you are an academic and eligible to contribute to TPS, or other member of professional and support staff employed on a substantive contract of employment, in which case you will be auto-enrolled into Aviva, our defined contributory scheme. You will receive a notice from the University Payroll Department telling you that you have been auto enrolled and advising you of your options, including the right to opt out. Once you have been auto-enrolled, you will have an option to opt-out of the pension scheme and receive a refund of your first contribution. There is a time limit of one month in which to do this, and you will have to contact your pension scheme to make this happen; **the University is prohibited, by law, from helping you to opt-out.**

### **Staff Benefits**

We offer a wide range of Staff Benefits including 35 days annual leave entitlement plus bank holidays (pro rata for part time posts), pension scheme, chaplaincy and spiritual care, library services, free on-site parking, discounted travel scheme, cycle to work scheme, employee assistance programme, occupational health and counselling services and staff development opportunities. Further details of the full range of staff benefits available can be found on our website: [Birmingham Newman University - Jobs - Staff benefits](#) or please contact the Human Resources Department.

### **Procedure for Application**

Application forms should be completed and submitted online via the Application Form link for each advertised post. CV's and covering letters are not accepted as part of the application process unless explicitly stated. Considerable emphasis is placed in the shortlisting process on how candidates demonstrate in their application that they possess the qualifications, experience, skills and qualities which are required for the post.

**Application forms should therefore refer explicitly to how you meet the essential and desirable criteria for the post you are applying for.**

The University is an Equal Opportunity Employer, and we operate the Disability Confident Employer Standard which amongst other things guarantees an interview to disabled applicants who meet the essential criteria of the job specification.

Two referees should be identified who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post and must include your current or most recent employer or their representative. You must disclose whether you are related to any employee of the University, or to any member of the Council. Canvassing for appointment disqualifies you from being selected for interview or being appointed to the post in question.

Should you be selected for interview please be aware that we are unable to reimburse interview expenses. If you have not heard from us within four weeks of the advertised closing date, please assume that you have not been shortlisted on this occasion.

**Closing date for applications: 23<sup>rd</sup> April 2026**  
**Interviews will take place on 18<sup>th</sup> May 2026**

**Privacy Notice**

Birmingham Newman University collects and processes your personal data in order to take steps at your request prior to entering into a contract and so that it can meet its statutory and legal obligations. For further information about how Birmingham Newman University processes and protects personal data please refer to [Policies and procedures - Birmingham Newman University](#)