Student Recruitment Officer

(Post Reference NU9026)

Salary Scale:
Grade 5 £28,592 - £31,861 per annum

Vice-Chancellor
Professor Jackie Dunne

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

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Birmingham Newman University

At Birmingham Newman University, we believe education has the power to transform lives and unlock the potential of every individual. Our inclusive and supportive environment enables students and staff to feel recognised, encouraged, and empowered to make a meaningful difference in their communities, professions and the wider world.

Founded in 1968, Birmingham Newman has built on its Catholic heritage to become a modern, inclusive university that welcomes people from all backgrounds and world views. Between 2020 and 2025, our work was guided by six strategic objectives: transforming students' lives; working in partnership with students; serving our diverse community and the wider world; adding to knowledge and cultivating wisdom; nurturing our staff; and growing our institution.

As we implement our new Strategy, 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, equity, and opportunity for all. We are a diverse and close-knit community of around 5,000 students and 400 staff. Our scale enables us to build genuine connections, offer personalised support, and create a culture in which people are seen and valued. This sense of belonging extends beyond the classroom, enabling students, colleagues and members of our wider community to work together, make a real impact, and contribute to the world around them.

Our strategic goals reflect our commitment to values-driven, high-quality university education. Our vision is to be recognised by students and employers across the region as the leading university for inclusive education, preparing graduates for the workforce of tomorrow. We nurture curiosity, confidence and capability in every learner so that they graduate with more than knowledge: they leave with the skills and resilience to thrive in a changing world. We are also strengthening our role as a centre for inclusive research and knowledge exchange, where academic work responds to real-world issues and makes a tangible difference to society.

We are proud of our place and deeply committed to our region. As a University that is rooted in our community, we celebrate the positive impact that the University has on the people and places we engage with. Birmingham Newman plays an active role in supporting social mobility, widening participation, and contributing to local and regional development, while also participating in global conversations. Our student population reflects our mission of inclusion and opportunity. 70% are the first in their family to attend university, 55% come from the most deprived areas (IMD 1) with 87% coming from areas of higher deprivation (IMD 1-3), 37% were eligible for free school meals, 28% identify as disabled, and 50% are from Black, Asian, and other ethnically diverse backgrounds. These figures demonstrate our role as one of the region's most significant educational drivers of social mobility and community transformation.

Our approach gets results, and is increasingly recognised at a national level: in the **National Student Survey** we are ranked No.1 in the UK for Student Positivity, named University of the Year for Teaching Quality in **The Times and Sunday**

Times Good University Guide 2027, the fastest riser in the **2027 Guardian University Guide**, Nurse Education Provider of the Year (pre-registration) at the **2026 Student Nursing Times Awards**; earned sliver in the Lecturers and Teaching Quality category at the **WhatUni Student Choice Awards (WUSCAs)**; and topped the rankings for teaching excellence, student experience and student support in the **2026 Daily Mail University Guide**. We also placed in the Top 10 UK universities for Student Satisfaction in the **Complete University Guide 2027**, rank 4th 2 Birmingham Newman University nationally in the **Higher Education Policy Institute Social Mobility Index 2025** and shortlisted for the University of the Year at the **Social Mobility Awards**.

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 designed to support our community of staff and students to interact and learn together. Our portfolio of taught courses has also expanded, reflecting our strategic goal of growing the university in ways that meet the 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 to study or work. It is a community rooted in care, respect, and ambition for our staff, our students, and the University as a whole. Here, staff and students work together to make a difference in their own lives, their communities, their professions, and the wider world.

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Job Description

Job Title: Student Recruitment Officer

Grade: 5

Salary: £28,592 - £31,861 per annum

Hours: 37

Department: Student Recruitment Directorate

Reporting to: Student Recruitment Manager

Purpose of Post:

The post holder will play a key role in delivering Birmingham Newman University's student recruitment strategy, working proactively to build and maintain strong relationships with schools, colleges, and other external partners across the region. They will represent the University at a range of outreach activities, taking the Birmingham Newman experience into educational settings while also supporting on-campus engagement, including campus tours, subject events, and major recruitment activities such as Open Days.

The role is central to raising awareness of the University's offer and supporting the growth of enquiries and applications to our undergraduate and postgraduate programmes. The post holder will work collaboratively across both corporate and subject-level teams, developing effective working relationships with academic colleagues as well as external school and college contacts to enhance recruitment pipelines and strengthen regional engagement.

1. Main responsibilities:

- Represent Birmingham Newman University at local and national recruitment events, engaging prospective students and their families, offering advice and guidance on higher education, promoting courses, and addressing queries or concerns.
- Promote the University and the benefits of higher education through non-traditional channels, including community groups, youth organisations, places of worship, and employers.
- Deliver presentations and workshops to a range of audiences—including prospective students, teachers/advisers, parents—and adapt delivery to suit different group sizes and contexts.
- Actively contribute as a member of HELOA, adhering to the HELOA Good Practice Guidelines to uphold high standards of professionalism within higher education, and represent the University at HELOA events as required.

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- Day to day supervision for the workload and monthly plan of activities of Graduate Student Recruitment Officers, ensuring that local activities are delivered, monitored and all metrics are in place.
- Provide training for wider members of the marketing team in areas such as delivering campus tours and tailored presentations.
- Ensure compliance with Health & Safety, Safeguarding, GDPR, and CMA requirements when organising or attending events.
- Plan and deliver on-campus visits, including booking rooms, arranging student ambassadors, and coordinating catering and logistics.
- Maintain and update databases of key contacts, including awareness of post-16 provision in schools and colleges, and how this aligns with Birmingham Newman University's course offer and partnership opportunities.
- Evaluate applicant data—such as numbers and feeder schools/colleges—to inform future recruitment planning and activity.
- Professionally represent the University at school and college open days, UCAS fairs, and other external events.
- Travel, overnight stays, and weekend and regular evening work will be required; expenses will be reimbursed.
- Organise, promote, and deliver an annual teachers' conference, including booking external speakers and managing event logistics.
- Contribute to the wider Department's work at key points in the recruitment cycle.
- Collect, process, and analyse engagement data from interactions with prospective students, parents, and teachers to support evidence-based planning and ensure efficient targeting of recruitment activities in line with the University's Widening Participation aims.
- Conduct market research to understand perceptions of the University among key audiences and evaluate competitor activity in events and outreach. Identify opportunities and gaps through primary research with students.
- Support the development and delivery of marketing campaigns, including contributing ideas and assisting with the creation of promotional and display materials.
- Undertake required training such as fire safety, manual handling, first aid, safeguarding, CMA compliance, and other role-relevant development.
- Ensure full compliance with GDPR and data protection legislation in the collection, handling, and storage of prospective student data.
- Keep up to date with developments in higher education and 11–18 education, including safeguarding and student finance, and share relevant updates with colleagues.
- Carry out any other duties commensurate with the role.
- Handle confidential and restricted information in line with the University's Information Security Policy.

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,

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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.

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.

- All staff are required to act in a way that always safeguards the health and wellbeing of children and vulnerable adults. 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 regarding 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,

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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

Criteria	Essential	Form of Assessment (*amend as applicable)	Desirable	Form of Assessment (*amend as applicable)
Educational Qualifications and Training	Good Honours degree.	Application	Training related to marketing, outreach, events, or education.	Application
Relevant work experience and/or knowledge	Experience in a customer-facing, educational, or public engagement environment (this can include voluntary or university roles). Understanding of higher education and the post-16 education sector. Understanding of safeguarding and data protection responsibilities. Experience delivering presentations or workshops. Experience of supervising, mentoring, or coordinating the work of staff or student employees.	Application Application / interview Application / interview Application / test Application / interview	Experience working in student recruitment, outreach, marketing, or events. Knowledge of HE recruitment cycles, UCAS, or widening participation. Familiarity with regional schools/colleges. Experience using CRM or data systems. Experience managing or coordinating events with complex logistics and associated budget	Application Application / interview Interview Application Application
Relevant and/or Specific skills required	Strong communication and interpersonal skills. Ability to work confidently with young people and adults. Good organisational skills and ability to manage tasks independently.	Application / interview / test Application / interview Application / interview	Ability to analyse or interpret simple datasets. Skills in creating engaging written or digital content. Full UK driving licence.	Application / interview Application Interview

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Criteria	Essential	Form of Assessment (*amend as applicable)	Desirable	Form of Assessment (*amend as applicable)
	Competence in Microsoft Office (Word, Excel, PowerPoint). Ability to analyse and interpret recruitment or engagement data to inform planning and decision making.	Application / interview / test Application / interview		
Personal qualities and attributes	Professional, confident, and approachable manner. Willingness to travel regionally and nationally, and work evenings and occasional weekends. Positive attitude and willingness to learn. Commitment to equality, diversity, and widening participation.	Interview Application / interview Application / interview Interview	Creative and proactive approach to outreach and engagement.	Application / interview / test
Other	Ability to handle confidential information appropriately, in accordance with University policies.	Application / interview	Interest in Birmingham Newman University's mission and values.	Interview / test

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General Terms & Conditions of Employment

This post is a full-time, permanent appointment. It will be remunerated on the single pay spine, Grade 5 at £28,592 - £31,861 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 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 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 is:

- 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

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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: https://www.newman.ac.uk/knowledge-base/staff-benefits/ or please contact the Human Resources Department.

Procedure for Application

Applications should preferably be submitted by e-mail (as opposed to post) on the University Application Form and should be completed in typescript wherever possible. CV's 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.

Closing date for applications: 3 December 2026
Interviews will take place on 6 January 2027

Job Applicant Privacy Notice

Birmingham Newman University collects and processes your personal data to take steps at your request prior to entering 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 of job applicants please refer to the Policies and procedures - Birmingham Newman University

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