

## **West Africa Recruitment Support Officer – Job Description**

The University of Dundee in Scotland, home to around 15,500 students and more than 3,000 staff, has a clear mission – to transform lives locally and globally through the creation, sharing and application of knowledge. We do this by delivering a nationally leading student experience and by conducting excellent research that impacts positively on the world.

Dundee is a city of discovery for the world's brightest and best who want to realise their ambitions. Undergraduate, postgraduate and research degrees in a wide variety of subjects, allied to an international reputation for world-leading research, help attract top-class students and academics from across the globe, with around 145 countries represented in the University community.

West Africa is a strategically important student recruitment market for the University of Dundee, and we are welcoming more students from the region than ever before. To be able to manage this demand, meet our student recruitment targets, and grow and maintain applicant quality, we are seeking a **West Africa Recruitment Support Officer** to assist and co-ordinate this recruitment activity.

### **Responsibilities**

Key Responsibilities include but are not limited to:

- Respond swiftly to all WhatsApp and email enquiries from prospective students and agents, maintaining excellent standards of customer service
- Proactive follow up of enquiries received at events and fairs
- Maintain information in regard to agents (current and prospective) and any agent changes that may occur
- Maintain student data, including offers received, acceptances, payments, and deferrals
- Maintain up-to-date information on all relevant scholarship schemes in the United Kingdom
- Support campaigns (e.g., call campaigns) to maximise the conversion rate at each stage of the student lifecycle, with a particular focus on increasing the offer to acceptance rate
- Coordinate communications to partner High Schools and agents
- Provide statistical updates on applicants
- Monitor stocks of marketing materials and arranging freight for events
- Assist with travel bookings and logistical arrangements for the West Africa Recruitment Officer and visiting University of Dundee staff
- Keep up to date with University of Dundee admissions policies and UK immigration legislation
- Some attendance at fairs and events as directed by the West Africa Recruitment Officer

### **Person Specification**

- Bachelor degree, preferably in business management, commerce, marketing, project management or equivalent. Relevant postgraduate or professional qualification is desirable not mandatory
- At least 3 years of experience in account management/ social media marketing /administrative jobs/operations/ support functions
- Highly skilled in organising events, scheduling appointments, calendars and diaries
- The candidate needs to have good oral and written communication skills
- Should be well versed with IT skills in Microsoft office or Google suite
- Should demonstrate a working knowledge on social media marketing
- Should demonstrate analytical abilities and key focus on generating insights through data entry and collection

- The candidate needs to work independently, should possess high levels of attention to detail and be a team player
- The candidate needs to hold an international passport