

Job description

Post title	Higher Education Liaison Representative (HELRL)
Department/Division/Directorate	Marketing Department
Responsible to	Student Recruitment Team
Date	September 2024

Role purpose

This role will support the student recruitment team in visiting target schools and colleges throughout the UK and online internationally, representing King's College London at Higher Education Fairs and giving presentations about student life, studying in London, and preparing for life at university. You will also, when required, deliver bespoke guided visits around King's campuses when schools/colleges book en masse.

This role will also support the Global Partnerships team with conference and delegation support, within London, International and online, representing King's College London.

You will be promoting King's College London to a range of audiences including prospective students and their parents, agents, counsellors and 3rd parties. The Higher Education Liaison Representatives (HELRL's) are expected to be positive student role models, encouraging prospective students to consider King's College London as a viable and attractive option.

Role outline

Objective of the role

- To work with the student recruitment team at on-campus, off-campus and online events and deliver activities to promote King's to prospective students, encouraging them to consider King's College London as a viable and attractive study option.
- To work with The Global Partnerships team at on-campus and off-campus events and deliver activities to promote King's to prospective student's parents as well as partners to King's.

Key responsibilities:

- Work with the student recruitment team and Global Partnerships team at on-campus and off-campus activities to represent and promote King's to prospective students, including tasks such as:
 - Attend higher education student recruitment fairs in the UK.
 - Deliver bespoke guided visits around King's campuses when schools/colleges book en masse.
 - Deliver presentations on campus for inbound visits and/or in schools and colleges across the UK (expenses reimbursed) on topics such as: *student life, living in London, budgeting at university, preparing for university etc.*
 - Attend UK & International conferences to provide support.
- Work with the student recruitment team and the Global Partnerships team (and other members of the Brand & Marketing Department as required) at online events to represent and promote King's College London, including tasks such as:
 - Hosting panel events with prospective students.
 - Taking part in event Q&As on topics such as *applying and writing your personal statement etc.*
 - Presenting on topics that could include: *student life, living in London, budgeting at university, preparing for life at university.*
 - Attend higher education student recruitment fairs online.
- Collect data/contact details of prospective students as directed by the Brand & Marketing Department for subsequent relevant communication from King's, in line with GDPR requirements.
- Report back on events attended for our records, including filling out evaluation forms as required.
- Collect equipment for higher education recruitment fairs, taking responsibility to contact the Schools & Colleges Liaison team to organise collection and prompt return of necessary equipment.
- Offer information, advice, and guidance to prospective students across all activity.
- Actively take responsibility for growing your knowledge of all undergraduate and postgraduate programmes offered at King's in order to deliver the required activity.
- Undertake thorough preparation to ensure presentations are delivered in a professional manner.
- Be a positive student role model and communicate to prospective students, their parents, and teachers in a professional but friendly manner through face-to-face and online interactions.
- Deliver consistently high levels of customer service.
- Submit expense claims with receipts and entering your timesheet hours in a timely manner.

Specific Aspects - indicate frequency D (daily), W (weekly), M (monthly) where applicable:

Intensive Display Screen Equipment work (e.g. data entry or digital microscopy):		Direct patient contact involving exposure prone procedures (EPP):	
Heavy manual handling:		Direct patient contact, no EPP	
Highly repetitive tasks (e.g. pipetting or re-shelving books):		Work with patient specimens (e.g. blood or tissue samples):	
Shift work, night work or call-out duties:		Work with GM organisms or biological agents that may pose a hazard to human health:	
Work involving risk of exposure to environmental or human pathogens (eg. in waste streams or soils):		Hazards which require health surveillance e.g. respiratory sensitisers (allergens, substances with risk phrase R42, wood dust etc) or loud noise:	
Driving vehicles on College business:		Food handling or preparation:	
Work at height (e.g. ladders, scaffolds etc.)		Work in confined spaces (e.g. sump rooms, etc.)	

Special requirements

All on-campus activities will adhere to the latest King's College London COVID-19 guidance, which can be found on [these webpages](#).

General

All ambassadors are expected to adhere to King's policies and procedures.

Interviews will take place between 30 October 2024 and 6 November 2024.

Ambassadors will be required to attend one of the compulsory unpaid information sessions on either Wednesday 13 November, Thursday 14 November or Friday 15 November 2024. After this, you will be expected to attend HELR specific training. Training will not be paid as this forms part of your mandatory training and involves important health and safety information. HELR's who do not complete their HELR training will not be selected for shifts.

This role is flexible around your studies. The hours of work per week will vary depending on role requirements. There are no minimum hours required to work per week, however students are expected to work a minimum of 8 hours throughout the academic year. International students will be required to work hours in line with their student visa if relevant.

Maximum number of hours you can work per week in term time is 20 hours.

Please note

This job description reflects the core activities of the role and as the College and the post-holder develop there will inevitably be changes in the emphasis of duties. It is expected that the post-holder recognises this and adopt a flexible approach to work and be willing to participate in unpaid training.

If changes to the job become significant, the job description should be reviewed formally by the post-holder and line manager. The Human Resources department should then be consulted as to the implications of the proposed changes.

Person specification

Eligibility to work in the United Kingdom

All candidates will need to provide proof of eligibility to work in the UK and must comply with UKVI regulations on the number of working hours.

Criteria	E S S E N T I A L	D E S I R A B L E	HOW IDENTIFIED AND ASSESSED AP Application I Interview P Presentation
Knowledge/skills			
IT skills i.e. Word Processing, Excel and PowerPoint		*	AP
Ability to prioritise workload		*	AP, I
Good attention to detail	*		AP, I
Excellent verbal and written communication skills	*		AP, I
Confident and persuasive public speaker	*		I P
An eagerness to attract students to study at King's College London	*		AP, I
Absorbing and assimilating information with rapidity and delivering with confidence to others at short notice		*	AP, I, P

Experience			
Giving Presentations		*	AP, I
Direct contact with students or young people	*		AP, I
Prior experience of representing an organisation to external stakeholders		*	AP, I
Engagement in extra-curricular activities at King's or other opportunities in and around London		*	AP, I
Personal characteristics/other requirements			
Current student at King's College London	*		AP
Excellent Team Player	*		AP, I
Enthusiasm for Higher Education	*		AP, I
Willingness to work out of hours & occasionally travel for work as necessary	*		AP, I
Highly Organised	*		AP, I
Excellent Punctuality	*		AP, I