

RECRUITMENT EVENTS MANAGER

Admissions, Recruitment and
Marketing Division

ALC1487

CANDIDATE BROCHURE



CONTENTS

- 3 What makes UEA so special?
- 5 Our Benefits
- 6 The Role
- 7 The Person
- 8 Further Information including How to Apply
- 9 About the Division
- 11 Our Values
- 13 Accolades
- 14 A Sustainable University
- 15 Our Campus
- 16 Norwich - City of Stories
- 17 Location



WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines

and breaks new boundaries across its priority research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Our Professors Corinne Le Quere, Rachel Warren and Robert Nicholls were recipients of Nobel Peace Prize (2007), awarded to Al Gore and the Intergovernmental Panel for Climate Change (IPCC) in recognition of efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.



Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

For an informal discussion about the post please contact Francesca Uragallo, Head of Student Opportunities, via f.uragallo@uea.ac.uk.

UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.



OUR BENEFITS

UEA offers a fantastic benefits package for staff. We recognise all our staff have different priorities and lifestyles so we are continually reviewing our offering to ensure there are benefits which suit everyone. Current benefits include:



Competitive Rates of Pay



30 Days Holiday



14 Additional Statutory and Customary days



Contributory Pension



Staff Development



Sportspark Discount



Research Support



Health and Wellbeing



Library



Campus Facilities



Care Leave Policies



Sainsbury Centre for Visual Arts



Ofsted Outstanding Nursery



And much more!

Further information can be found on our [Staff Benefits page](#).

THE ROLE

An experienced, hard-working and self-driven Event Manager is required to manage the Recruitment Events team within the Recruitment, Events and Outreach department at UEA. The post-holder will take a lead role in meeting growth targets outlined in the UEA Reputation & Recruitment Plan.

The post-holder will be responsible for the delivery of all on campus student recruitment events from conception to delivery, they will be required to think innovatively and work collaboratively with colleagues across UEA to ensure the successful delivery of these events.

Although based in the Recruitment, Events and Outreach department the role holder will liaise closely with the admissions and marketing teams and academic colleagues across the University to ensure involvement and engagement with our prospective students. The post holder will also be responsible for the leadership and management of the Recruitment Events Team.

KEY RESPONSIBILITIES

- Overall responsibility for the end-to-end management (including strategy, planning, delivery and evaluation) of a series of large scale student recruitment events
- Close liaison with the marketing team to ensure recruitment events are correctly branded and marketed using the most appropriate channels
- To ensure we are delivering sector leading student recruitment events including open days, applicant days and campus tours
- Identify opportunities to continually evolve and innovate the current offering of events to help UEA continue to deliver market leading events and reach its overall admissions targets
- Acting as a brand ambassador for the university at events in person.
- Produce statistical reports reflecting registration, attendance and conversion figures to offer insight to the Senior Leadership Team and key stakeholders on the events
- Suggest creative and innovative ideas for new recruitment events and implement these where possible
- Create a target-driven environment and motivate the team to achieve the vision and objectives outlined in the Recruitment Events strategy
- To line manage the Recruitment Events Team, facilitate hybrid working in the team and promulgate good practice in academic administration in the recruitment events area
- To recruit, manage, train and appraise staff as agreed with the Associate Director of Recruitment, Outreach and Events in accordance with employment procedures and regulations
- To write the annual recruitment events strategies, evaluations and operational plans
- Working alongside the Associate Deans (Admissions), to ensure that the office achieves the vision and strategy for admissions and recruitment across the University.
- Responsibility for profiling and managing the annual recruitment events team budget
- To manage the Events CRM plan and work with the marketing team to ensure the majority of those who register, go on to attend the events
- To work closely with colleagues to ensure all events and CRM is managed via the Salesforce/Target X system.

All role holders are expected to undertake such other appropriate duties as may be requested.

THE PERSON

EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Educated to degree level or equivalent experience (E)
- Experience of managing large scale, complex events or projects (E)
- Experience of planning office activities and developing and supervising processes (E)
- Experience of managing a team (E)
- Supervisory and/or management qualification (D)
- Experience of being involved in the organisation of events in a HE environment (D)

SKILLS AND KNOWLEDGE

- Proven competency in IT skills (E)
- Ability to manage a budget (E)
- Proven analytical research skills (E)
- Experience of using data and insight to inform strategy (E)
- Ability to produce accurate impact reports with commentary (E)
- Excellent interpersonal, oral and written communication skills (E)

- Ability to effectively prioritise and multi-task across numerous events and projects (E)
- Experience of using Salesforce / Target X systems (D)

PERSONAL ATTRIBUTES

- Organised and methodical (E)
- Self-motivated to work independently (E)
- Ability to use own initiative and resolve problems (E)
- Ability to supervise and work sensitively with different needs (E)
- Ability to establish credibility amongst colleagues and develop and maintain successful working relationships (E)
- Ability to understand activities of the post in a wider University and Professional context (D)

SPECIAL CIRCUMSTANCES

- At times of peak activity some late working may be required (E)
- The post holder will be expected to be available to work on all weekend student recruitment events (currently circa 10 per year) (E)

- This post is exempt from the Rehabilitation of Offenders Act 1974. Appointment will be subject to a criminal record check at Enhanced level from the Disclosure and Barring Service, including a check of the Child Barred List. It is an offence to apply for this role if you are barred from engaging in regulated activity relevant to children (E)

Essential Requirements (E) are those, without which, a candidate would not be able to do the job.

Desirable Requirements (D) are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

FURTHER INFORMATION

The post is available from 24 September 2024 on an indefinite full-time basis.

Salary will be £37,099 to £44,263 per annum on Grade 7 on the single salary spine.

Relocation expenses are reimbursable under certain conditions.

Place of Work - The University is supporting a hybrid-working pilot of at home and on campus 'hybrid' working for many roles. We encourage discussions about how your working arrangements can be agreed to best balance the needs of the role and your personal circumstances.

The flexibility of the hybrid-working model allows the possibility of some remote working, but it is the expectation that all appointments will be UK based, with any overseas working agreed in advance by exception only.

If successful you will be asked to show evidence of right to work in the UK prior to any formal offer being made. Non-British and non-Irish nationals entering the UK to undertake employment or who are currently in the UK will have to meet eligibility criteria under the points-based immigration system. The University may be able to provide sponsorship under the Skilled Worker route if relevant criteria are met. Please note, due to the complexities of the immigration system, Skilled Worker visa sponsorship is not guaranteed for every role. If you would like further information about whether this role is eligible for visa sponsorship, please contact staff.visacompliance@uea.ac.uk

The post is superannuable under the Universities Superannuation Scheme and there is an annual holiday entitlement of 30 days plus statutory (8 days) and customary (6 days) holidays. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment and a criminal record check at Enhanced level from the Disclosure and Barring Service (which you will be required to pay for). For roles

based within an Educational setting, Enhanced checks will be carried out every 3 years at the cost of the University. It is an offence to apply for the role if you are barred from engaging in regulated activity relevant to children.

Information on the benefits of working at UEA can be found at <https://www.uea.ac.uk/about/working-at-uea>.

If you require the information contained within this candidate brochure in a different format please email staff.recruitment@uea.ac.uk

HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: <https://vacancies.uea.ac.uk/>

The closing date for this role is 11:59pm on **7 July 2024**.

Please note that the application form contains an Equal Opportunities section which must be completed. The Equal Opportunities information will not be made available to the selection panel and will not form any part of either the short-listing or decision making process.

It is anticipated that presentations and interviews will take place on **18 July 2024** and if you have not heard by this date please assume you have not been shortlisted on this occasion.

Reasonable travel and incidental expenses incurred in attending the interview will be reimbursed (please ensure that you keep all receipts). Please note that if you are offered a post and decline the offer, travel and incidental expenses will not be reimbursed.

ABOUT THE DIVISION

The Admissions, Recruitment and Marketing Department leads UEA's global strategy to recruit and admit students and to promote the University to those students, its alumni and the media and key partners in government, business and the charitable and voluntary sectors.

Admissions, Recruitment and Marketing (ARM) leads on digital-first services that deliver for UEA's stakeholders based on customer need and customer experience, all informed by data, and a constant drive to improve our performance. We are the guardians and narrators of UEA's unconventionally brilliant brand. We always look to innovate new ways of reaching, engaging, attracting, and building advocacy in our audiences and partners.

We make no apologies for being driven by data or for our audience-focus. Our alumni, current students, future students, staff, and partners aren't standing still. Neither will we. Our mission is to create, break the mould, and get things done in a world that never stands still.



ABOUT THE DIVISION CONTINUED

Admissions, Recruitment and Marketing comprises five teams, totalling some 180 staff:

Recruitment, Outreach and Public Events engage with prospective UK students to promote the benefits of higher education and studying at UEA as well as delivering public events and academic conferences to promote UEA's world-leading research. The Outreach team work to widen access to higher education for groups under-represented and/or disadvantaged groups.

Admissions admits students to the full range of undergraduate and postgraduate taught courses offered at UEA.

UEA Global leads the University's world-wide marketing and recruitment activity, focusing on promotion of the University, the recruitment of international students, and the development of global partnerships for student mobility, reputation and advocacy. The team also manages UEA student and staff mobility, utilising funding streams, such as the UK Government's Turing scheme.

Content and Communications leads the press, student, alumni, and public relations activity and is responsible for reputation building, brand strategy and stakeholder engagement. We aim to serve our global community by sharing compelling and authentic stories that connect our community and help us to build engagement with our core audiences.

Marketing leads the delivery of multi-channel marketing campaigns to meet the University's reputation and recruitment objectives across Undergraduate, Postgraduate Taught, Postgraduate Research and Influencer audiences. The team manage high quality digital experience across our Website, Portal, Customer Relationship System and third-party websites, ensuring UEA is effectively promoted regionally, nationally and globally.



OUR VALUES

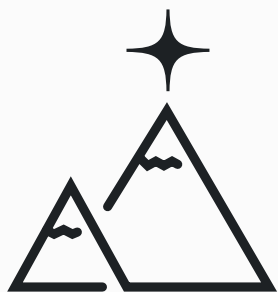
Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- ✦ AMBITION
- ✦ COLLABORATION
- ✦ EMPOWERMENT
- ✦ RESPECT



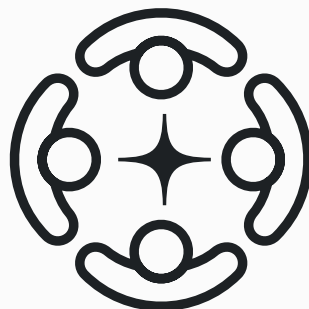
OUR VALUES (CONTINUED)



AMBITION

We are ambitious for our future success.

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.



COLLABORATION

We are collaborative in our approach.

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.



EMPOWERMENT

We empower ourselves and each other.

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.



RESPECT

We respect each other.

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

A vibrant place to study, learn and work, UEA is a very special place.



A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

At a basic level, our sustainable development means that we try to balance the ‘three pillars’ of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and ‘eco’ products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on Twitter [@SustainableUEA](https://twitter.com/SustainableUEA)



OUR CAMPUS

UEA is based on a campus that provides top quality academic, social and cultural facilities to over 17,000 students.

Although located in 320 acres of rolling parkland, virtually no part of the campus is more than a few minutes' walk from anywhere else, so everything is close at hand – the library, nursery, health centre, supermarket (incorporating a post office), banking facilities and restaurants. Amongst the striking buildings is the UEA's Sainsbury Centre for Visual Arts, which contains the Robert and Lisa Sainsbury Collection – one of the greatest art collections formed in Europe during the 20th Century.

The University has invested in new learning and teaching and research spaces, including a celebrated new Enterprise Centre that underpins its commitment to promoting student enterprise and entrepreneurship.

Sport and Recreation plays a major part in the life of the University of East Anglia, centred around the major Sportspark facility which is one of the most successful community sport facilities in the UK. This accessible and affordable facility provides a diverse range of activities, and incorporates a 50m Olympic size swimming pool, indoor climbing wall, coaching resource centre and sports injury clinic.



NORWICH

A CITY OF STORIES

The city's motto is 'A fine city' and its strong cultural heritage has seen Norwich maintain the best of its historical character whilst developing to become one of the most vibrant and attractive cities in Europe. Norwich offers miles of riverside walks and cycle ways, and a unique collection of 1930's parks. The city is surrounded by beautiful countryside and within easy reach of the stunning Norfolk coast.

Norwich is a UNESCO World city of Literature, the first in the UK, as well as being one of the newly named Tech Cities recognising the growth of digital businesses in the region. The most prominent high-rise building, apart from the castle, is the magnificent 11th century cathedral, which still dominates the skyline. The city's medieval centre of cobbled streets remains largely intact, but there is still space for modern buildings such as the city's centrepiece, the Forum, which is a striking piece of contemporary architecture. The glass front overlooks the colourful open-air market (one of the largest in the country) and reflects the city in all its diversity.

The city is consistently rated as one of the top ten shopping venues in the UK. Norfolk and Suffolk attract thousands of visitors each summer. The famous Norfolk Broads are among the most important wetlands in Europe and a haven for rare plants, wildlife and insects. The Broads attract holidaymakers who come to navigate the intricate natural network of waterways formed by the Rivers Bure, Yare and Waveney and their tributaries.

For further information about UEA's excellent facilities, staff benefits, picturesque campus and the UEA working environment, please visit the 'Careers at UEA' microsite <https://www.uea.ac.uk/about/working-at-uea>. Additional information about living and working in the city of Norwich can be found at <https://www.workinnorwich.co.uk/>



If there is another city in the United Kingdom with a school of painters named after it, a matchless modern art gallery, a university with a reputation for literary excellence which can boast Booker Prize-winning alumni, one of the grandest Romanesque cathedrals in the world, an extraordinary new state-of-the-art public library then I have yet to hear of it. Norwich is a fine city. None finer.

STEPHEN FRY



LOCATION

Some cities you've heard of, others you have to discover. Norwich is one of the most beautiful, modern historic cities in Britain. It's a city that celebrates the independent, stimulates creativity, promotes change and encourages diversity.

UEA is a campus university located 3 miles from the centre of Norwich. Situated in the heart of Norfolk, which means it's an ideal location to explore Norwich and beyond.

BY RAIL

LONDON • 2 HOURS

CAMBRIDGE • 1 HR 15 MINS

BIRMINGHAM • 4 HOURS

Many European cities (including Paris and Amsterdam) easily accessible by train

BY ROAD

KINGS LYNN • 1 HOUR

CROMER • 45 MINUTES

SOUTHWOLD • 1 HOUR

BY AIR

NORWICH AIRPORT • 20 MINUTES

STANSTED AIRPORT • 2 HOURS

London is a major airline hub and all main international destinations are easily accessible



An internationally renowned university, UEA is ranked in the UK Top 30 (The Times/Sunday Times 2024, Guardian University Guide 2023 and Complete University Guide 2023) and the World Top 50 (Times Higher Education Impact Rankings 2023), where it ranks in the World Top 100 for research citations (Times Higher Education World University Rankings 2023), reflecting the international excellence of its research environment. The University holds UK Teaching Excellence Framework Silver status.

Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we already hold an Athena Swan Silver Institutional Award in recognition of our advancement towards gender equality. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our [website](#).

