

HIGHER EDUCATION ADVISER

Admissions, Marketing and
Recruitment Division

ALC1686

CANDIDATE BROCHURE



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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. Many UEA scientists have played significant roles in the Intergovernmental Panel for Climate Change (IPCC), which was jointly awarded the 2007 Nobel Peace Prize for its 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 Sir 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 Lindsey Green, Student Recruitment Manager via Lindsey.green@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.



THE ROLE

Reporting to: Student Recruitment Manager

The Higher Education Adviser is a member of the Student Recruitment Team. The Team of HE Advisers are responsible for promotion of the University and encouraging students to consider studying at UEA. The HE Adviser is responsible for supporting post-16 students through each stage of the recruitment cycle from generating interest in UEA, apply and choosing UEA as their University destination.

The HE Advisory team regularly liaises with schools and colleges across the UK by travelling to key target schools and colleges. This role is home based, with visits to the campus, and regular travel to key recruitment areas, with a focus on schools and colleges in East Anglia. The team attend school HE fairs and deliver presentations and workshops to groups of students to inspire interest in HE and UEA.

Other primary duties are to represent and promote the University at Higher Education exhibitions which take place across the UK, liaise with academic colleagues at the university, and gain experience in project management.

KEY RESPONSIBILITIES

- To strengthen the University's Schools and Colleges Liaison effort in the UK within the broad objective of meeting the university's student targets for well qualified undergraduate candidates.
- To enthuse and introduce the concept of higher education to predominately sixth form and college students, through travelling to schools to deliver a programme of school visits, presentations, higher

Responsible for: N/A

education exhibitions and involvement in on-campus activities.

- To develop and deliver a 'virtual' schools liaison strategy to compliment the work delivered in schools.
- To work closely with the Recruitment Project Officer to support the delivery of key projects for the Recruitment team.
- To help deliver the schools liaison strategy and advise the Recruitment Manager on the effectiveness of the programme of activities.
- To continually work with recruitment targeting platforms to use data and insight to shape individual recruitment strategy for target schools with the aim of securing liaison slots through enhanced school specific knowledge.
- To manage relationships with schools and colleges, through establishing and maintaining teacher and adviser contacts.
- To deliver both Recruitment and conversion targeted school liaison and projects to ensure students are supported at each phase of the recruitment cycle.
- To work in conjunction with the team of Higher Education Advisers to co-ordinate the University's representation at UK Higher Education Fairs and other promotional events, to attend such events on behalf of the university; and to monitor the effectiveness of such activity.
- To be heavily involved in the delivery of all business critical events organised by the Recruitment Events Team and other ARM events such as Open Days, Applicant Days and Clearing.
- To design and deliver presentations to students, parents, carers, teachers and careers advisers.
- To regularly produce detailed reporting against Recruitment Team objectives.

THE ROLE (CONTINUED)

- To help in the recruitment and training of suitable UEA students to act as ambassadors for the university.
- To contribute to Divisional projects as required, with colleagues across ARM and the wider University.
- To represent UEA at formal and/or informal meetings (both within and outside the University).
- To deliver presentations on the various programmes of study and reasons for studying at University to both schools, sixth form colleges and mature learners.
- To liaise with relevant academic and administrative staff to ensure appropriate participation in events from staff in these areas.
- To take responsibility for managing own work objectives, professional development, belonging and wellbeing.
- Such other duties as may be from time to time required by the Recruitment Manager.

THE PERSON

EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Educated to degree level or equivalent qualification or experience (E)
- Experience of working under pressure to meet multiple priorities and tight deadlines (E)
- Experience of presenting (E)
- Experience of working with, and enthusing, young people e.g. experience as a student ambassador (D)
- Relationship or account management experience (D)
- Experience of working within a similar sales or marketing role (D)
- Experience of delivering presentations to large groups (D)

SKILLS AND KNOWLEDGE

- Proven interpersonal skills (E)
- Proven communication and presentation skills (E)
- Computer literate in Word, Excel, Powerpoint and Outlook (E)
- Current or recent knowledge of university life and the student experience (E)
- Responsible for managing own work objectives, professional development, belonging and wellbeing(E)
- Knowledge of HE student recruitment and admissions (D)
- Knowledge of the student finance regulations (D)
- Experience in virtual delivery and associated platforms (D)

PERSONAL ATTRIBUTES

- Willingness to work unsocial hours and undertake regular travel within the UK (E)
- Ability to establish credibility with a range of both external and internal stakeholders (E)
- Organised and methodical (E)
- Self motivated to work independently without close supervision (E)
- Ability to use own initiative and resolve problems (E)
- Excellent communication skills (E)
- Demonstrate UEA's Values and behaviours in day-to-day work and support a team culture that reflects them (E)
- Willingness to change and develop work practices (E)
- Proactive and self-motivated and willing to take ownership of tasks without close supervision (E)
- Confident, articulate and credible (E)
- Able to maintain confidentiality (E)

THE PERSON (CONTINUED)

SPECIAL CIRCUMSTANCES

- The post holder will work from home (E)
- The post holder will be required to travel to UEA occasionally for certain meetings and events (E)
- The post requires a substantial amount of travel within the UK and the post holder will be expected to travel and carry out overnight stays where necessary (E)
- Ability to undertake travel to colleges and external partners. Reasonable adjustments will be considered for an individual in line with the Equality Act 2010 (E)
- The post holder will be expected to be available to work on business-critical events which fall on weekends and unsociable hours (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 1 February 2027 on a full-time for a fixed term period of up to 12 months. This temporary post is available to cover for the absence of the postholder on maternity leave. The appointment will be terminated (with four weeks' notice) at the end of the week immediately preceding the return of the postholder from maternity leave.

Salary will be £31,236 to £37,694 per annum on Grade 6 on the single salary spine.

Relocation expenses are reimbursable under certain conditions.

Place of Work - It has been agreed that you will undertake this role working from home in a location within the United Kingdom. Visits to campus and schools across the region are required.

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 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 leave 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.

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 **16 November 2026**.

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 **25 November 2026** and we will inform you of the outcome of your application prior to this date.

Reasonable travel and incidental expenses incurred in attending the interview will be reimbursed, subject to qualifying criteria (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.

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.





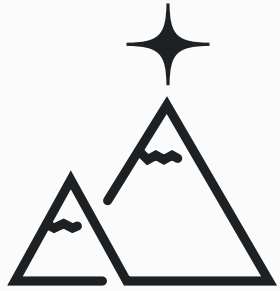
OUR VALUES

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.

Leadership Framework

Leading Self (Take action)

Role model the values
Act with integrity
Own your actions

The leadership practice of leading yourself means role modelling the UEA values, acting with integrity in everything you do and taking responsibility for your actions.

Leading Self involves being accountable for your professional development; that may include development that supports you with performance in your current role or looks at developing skills that prepare you for future opportunities.

Leadership approach – Values Based



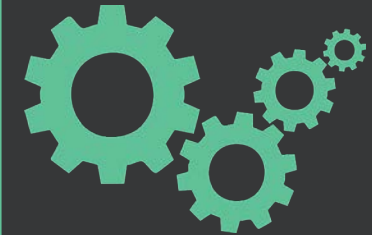
Leading Others (Inspire the team)

Engage the team
Empower, coach and develop
Create a feedback culture

The leadership practice of leading others means, inspiring, engaging and motivating other individuals (or a team) to work cohesively and to perform well.

Leading Others involves being accountable for the direction, development, encouragement, support and performance of other people. This may mean you are responsible for leading others through developmental and/or transitional change.

Leadership approach – Developmental



Leading The University (Imagine future success)

Drive strategic development
Be bold
Review and evaluate progress

The leadership practice of leading the university means imagining sustainable future successes for the university and translating that vision into strategic objectives and goals that teams can work collaboratively on delivering.

Leading The University involves being accountable for the strategic direction and development. It requires a clear vision, direction and bold decision making. You may be responsible for leading the University through systemic or transformative change which will involve robust review and evaluation processes.

Leadership approach - Adaptive



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), Sir Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Sir 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.

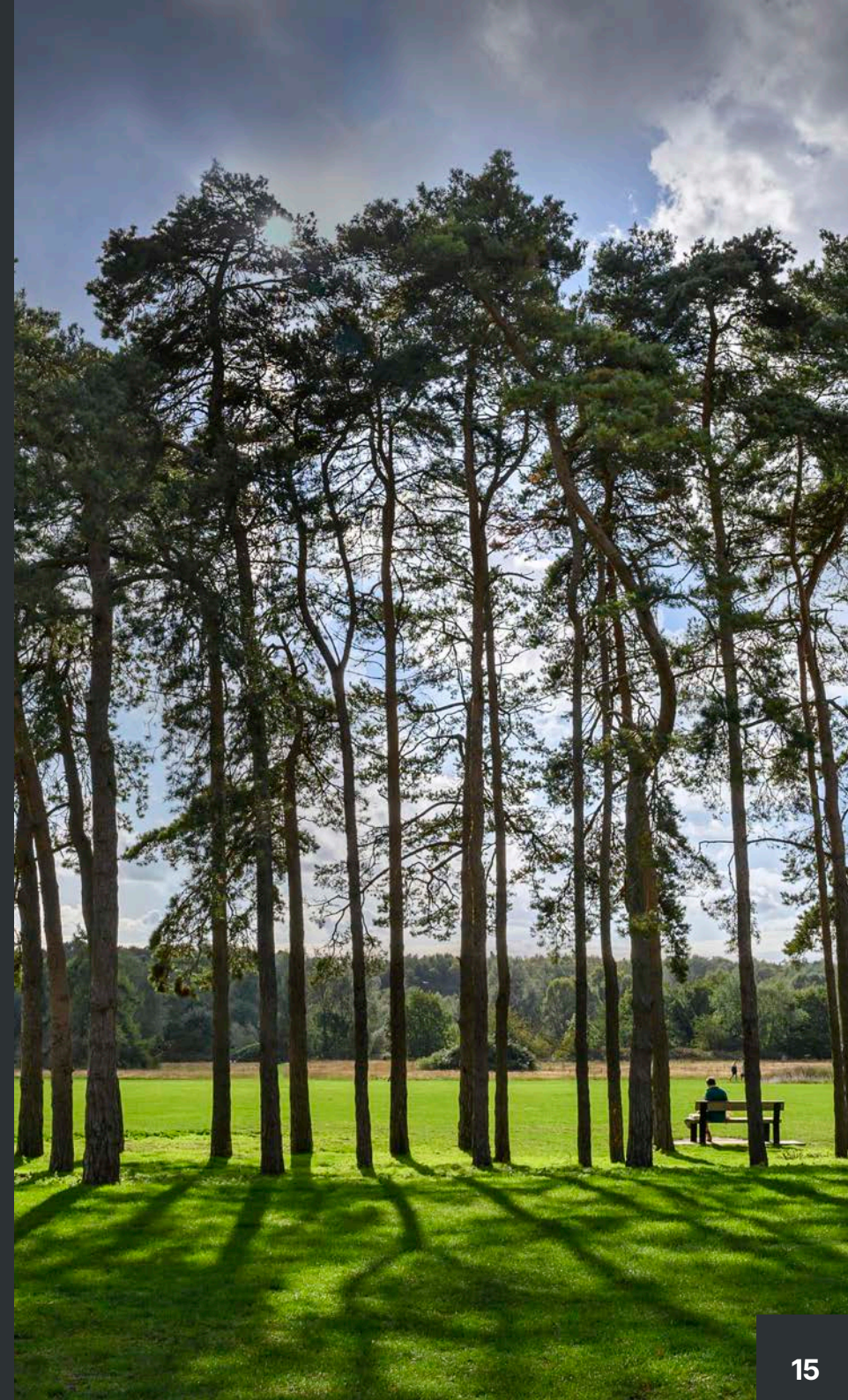
At a basic level, our sustainable development means that we try to balance the 'three pillars' of environmental, economic and social elements.

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 X [@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) 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 1930s 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 26th in the UK (Complete University Guide 2026) and is in the UK Top 25 for research quality (Times Higher Education Rankings 2026) reflecting the international excellence of its research environment. We are in the World Top 60 (QS World Rankings for Sustainability 2025) and the World Top 9th for reduced inequalities (Times Higher Education Impact Rankings 2026). 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 hold an Athena SWAN Silver Institutional Award (since 2019) in recognition of our advancement towards gender equality for all. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our [website](#).

