RHODES UNIVERSITY
Where leaders learn

JOB TITLE	Student Recruitment Officer	**GRADE**	12
POSITION CODE	50001331	**OFO CODE**	334102
DIVISION	Registrar's Division	**INCUMBENT**	
SUPERVISOR/MANAGER	Manager: Student Recruitment	**JOB TYPE (ACADEMIC/SUPPORT)**	Support
PERMANENT OR CONTRACT (IF CONTRACT – LENGTH OF CONTRACT)	Permanent	**FULL-TIME OR PART-TIME (IF PART-TIME HOW MANY HOURS PER DAY)**	Full-time
COUNCIL FUNDED POST OR OUTSIDE FUNDED	Council	**DATE APPROVED**	06 December 2015 (JE Committee) and 15 March 2023 (SR). Updated - 14 May 2026: Ref: P&C015/26

MAIN JOB OBJECTIVES
To work as part of the Student Recruitment team to promote all facets of Rhodes University as an excellent institution of higher learning to prospective students and to drive recruitment initiatives as part of the student recruitment plan. To liaise with prospective students by means of online enquiries through the admissions gateway website social media and other digital platforms to organize and manage campus visits to the University. To initiate and coordinate all marketing and promotional material for student recruitment; content and design. Responsible for content for social media and other digital platforms.

DESCRIPTION OF KEY RESPONSIBILITY AREAS	KEY PERFORMANCE INDICATORS
MARKETING AND COMMUNICATION - 40%	• Research, plan and create all promotional ideas for student recruitment in conjunction with all stakeholders at the University. This includes all items such as banners, flyers, booklets, parents' handbook, power point presentation, videos and other recruitment material. • Drive recruitment initiatives on social media and other digital platforms in liaison with the digital marketing consultant and make all recruitment material relevant for the platforms and market. • Timeous planning of all the above to meet critical deadlines. • Work collaboratively with Deans of Faculties, Heads of Departments and staff at Rhodes to ensure that facts are

	accurate and to develop a general understanding of all aspects of the University, academically and administratively. ● Timeous placement of posters and banners on social media and other digital platforms and liaise with Communications and Advancement for placement on central Rhodes University (RU) social media platforms and the digital platforms of the recruitment associations.
STUDENT RECRUITMENT PLANNING AND EXECUTION - 40%	● Organizing and planning school visiting schedules all around South Africa; presentations at schools; attendance at careers events and workshops; organizing various workshops and special visits; assisting with the planning and organization of all recruitment events; attending and assisting at registration / orientation; initiating new ideas, concepts and projects for recruitment. ● Respond timeously to admission related queries on the Live chat digital platform and other social media platforms and ensure information is accurate. ● Planning of social media activities/content creation in collaboration with different stakeholders such as Faculties, Communications and Advancement, Student Affairs and other stakeholders and digital marketing consultant to ensure the tone of the content is accurate for the target market. ● Plan programs for Campus visits for schools visiting the campus.
ADMINISTRATION - 20%	● Provide assistance with updating the Protea system (data capture system) and the schools database ensuring that provinces, matriculation board contact details are accurate; provision of reports to student recruitment manager concerning recruitment issues and school reports; budgeting and submission of travel and subsistence reports; assistance with organization of all student recruitment projects; researching matric result, trends, changes and feeder schools to the University. ● Produce the annual school's booklet with all school visit statistics and numbers of current registered students at Rhodes. ● Updating of information on Student Recruitment Social Media platforms and assist with updating of information on website.

JOB REQUIREMENTS
EDUCATION AND EXPERIENCE A Bachelor's degree (NQF level 7) is required and approximately 3 years' relevant experience, where such experience includes: -

- Previous experience organizing events
- Previous experience within student recruitment in a Higher education environment.
- Previous administrative experience within a computerized administration environment where the use of Word, Excel, Email, and the Internet formed a key part of the responsibilities
- Previous experience in content creation for social media and other digital media platforms
- A valid driver's license

The following would be advantageous: -

- Preferably to be a Rhodes University graduate (studied at Rhodes University)
- Some experience in marketing & events
- Ability to communicate in other official languages

COMPETENCIES, I .E. KNOWLEDGE, SKILLS AND ATTRIBUTES

The job incumbent is required to demonstrate the following competencies: -

PROFESSIONAL COMPETENCIES

- The ability to market and organize events
- Facilitation skills

ADMINISTRATION SKILLS

- Sound organizational skills including the ability to plan day-to-day work, prioritise and meet deadlines. Attention to detail is necessary.
- Ability to read and interpret documents to draft and layout correspondence and documentation.
- Sound analytical ability including the ability to problem solve
- Sound editing skills
- Sound Computer literacy: able to work with a word processor, spreadsheets, use the internet and keep trend with technology and the evolution of social media
- Ability to organise and meet deadlines

PEOPLE AND COMMUNICATION SKILLS

- Ability to communicate effectively both verbally and in writing in English.
- Ability to communicate in other official languages is desirable and will be an advantage.
- Ability to interact with social media target group and knowledgeable of social media "language"
- Sound interpersonal skills with an ability to interact with a diverse range of individuals
- Good telephone etiquette, i.e. warm, polite and friendly
- Able to gain trust in others, able to retain expected levels of confidentiality
- Networking skills, able to persuade and convince others

WORK BEHAVIOURS

- Strong service ethic with a track record of continuous improvement
- Able to work independently as well as a member of a team
- Actively seeks feedback
- Able to withstand criticism and use constructive criticism to improve service delivery and own contribution
- Professional and able to produce work of a high quality
- Shows initiative
- Willing to work out office hours when necessary
- Openness to learning and change, personal flexibility
- Enthusiastic and energetic with a deep love for Rhodes University

SUBORDINATES

None

FUNCTIONAL RESPONSIBILITIES

PLANNING

(i) What is the longest (macro) period that the jobholder has to plan ahead?
One year

(ii) Typically, how long are the micro phases/time periods that the macro planning is divided into?
Quarterly (1-3 months)

ADDITIONAL INFORMATION

The incumbent must be able to travel, as traveling is an integral part of the job.

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Note: Any changes made to the job profile (other than the name of the incumbent, the position code and OFO code) must be approved by the Director: People and Culture or the Senior Manager: HR Specialist Services.