

Job Title: Recruitment and Conversion Officer
Location: Manchester (on-site with some flexibility)
Contract Type: Full-time, Permanent
Working Hours: 40 hours per week
Salary: £34,608 to £40,015 depending on experience

About Futureworks

Futureworks is a specialist higher education institution based in the heart of Manchester, delivering industry-focused degrees in creative disciplines including music, film, media and digital technologies. We work closely with industry partners to ensure our students are career-ready and supported at every stage of their journey.

The Role

We are seeking an enthusiastic and motivated **Recruitment and Conversion Officer** to support the growth of Futureworks through effective **UK and international student recruitment** and marketing engagement. This role is central to attracting prospective students, supporting them through the admissions journey, and acting as a knowledgeable ambassador for the institution across domestic and international markets.

Key Responsibilities

Student Recruitment (UK & International)

- Act as a first point of contact for prospective students, applicants and offer holders from the UK and overseas
- Support recruitment activities including open days, interviews and applicant conversion events
- Assist with international recruitment activity, including working with education agents, international enquiries and offer holders
- Provide accurate advice on courses, entry requirements, visa considerations (where appropriate), and the application process
- Maintain consistent communication with prospective students via email, phone and CRM systems
- Represent Futureworks at external recruitment events, including UCAS fairs, school/college visits and international recruitment events (virtual and in-person where required)

Marketing Support

- Support the delivery of student recruitment marketing campaigns across UK and international audiences
- Contribute to content creation for social media, email campaigns and digital marketing activity
- Assist with campus visits, applicant events and student ambassador coordination



- Gather market insight and feedback from prospective students to inform recruitment strategy

Administration & Reporting

- Maintain accurate enquiry, applicant and agent records using CRM systems
- Support reporting on applicant pipelines, conversion and recruitment activity
- Work collaboratively with Admissions, Academic and Marketing teams

About You

Essential

- Experience in student recruitment, marketing, education, or a customer-facing role
- Experience supporting or delivering international student recruitment activity
- Experience working with education agents or international partners
- Excellent communication and interpersonal skills, with cultural awareness and sensitivity
- Strong organisational skills and attention to detail
- Confidence engaging with prospective students, parents and external partners
- Ability to manage multiple priorities and work to deadlines

Desirable

- Experience working in Higher Education or Further Education
- Experience recruiting students and employers onto Degree Apprenticeships
- Understanding of UCAS and international admissions processes
- Familiarity with visa guidance (UKVI awareness)
- Experience using CRM systems and digital marketing platforms
- An interest in creative industries or creative education

What We Offer

- A supportive, creative and inclusive working environment
- Opportunities for professional development
- Central Manchester location
- The opportunity to play a key role in growing a diverse, international student community
- Healthcare insurance

How to Apply

Please submit your **CV and a covering letter** outlining your suitability for the role to:

work@futureworks.ac.uk citing reference **RCO220426**.



Closing Date: Sunday 31st May

Futureworks is committed to equality, diversity and inclusion and welcomes applications from all sections of the community.

