

Swydd Ddisgrifiad

Cydlynnydd Digwyddiadau

Cyfadrn/Cyfarwyddiaeth	Marchnata a Recriwtio
Adran	Recriwtio a Derbyniadau
Teitl y Swydd	Cydlynnydd Digwyddiadau
Yn atebol i	Rheolwr Recriwtio Myfyrwyr
Gradd	O&A 4

Prif Atebolrwydd

Mae hon yn swydd allweddol mewn tîm Recriwtio Myfyrwyr dyfeisgar, yn gyfrifol am recriwtio myfyrwyr o'r DU ar lefel israddedig ac ôl-raddedig. Mae'r Cydlynnydd Digwyddiadau'n gyfrifol am gynllunio a chyflwyno ein digwyddiadau recriwtio myfyrwyr, fel Diwrnodau Agored, Diwrnodau Ymgeiswyr a digwyddiadau graddfa fawr eraill, ar y campws ac yn rhithiol. Bydd y swydd hefyd yn cefnogi presenoldeb y Brifysgol mewn digwyddiadau recriwtio allanol ac wrth gyflwyno seremonïau graddio blynyddol y Brifysgol (o 2022 ymlaen).

Rydym yn datblygu ein digwyddiadau'n barhaus er mwyn sicrhau eu bod yn ddifyr ac yn bodloni anghenion ein darpar fyfyrwyr a'u cefnogwyr, ac mae'r Cydlynnydd Digwyddiadau yn rhan allweddol o gyflawni hyn. Mae deiliad y swydd yn gyfrifol am gydlynu pob agwedd ar ddiwyddiadau recriwtio myfyrwyr a chefnogi'r gwaith o gynllunio a chyflwyno'r digwyddiadau'n effeithiol. Mae sgiliau trefnu cadarn yn hanfodol, yn ogystal â sylw craff i fanylder ac angerdd dros gyflwyno digwyddiadau rhagorol sy'n canolbwyntio ar westeion.

Mae gofyn i ddeiliad y swydd ddeall anghenion gwybodaeth darpar fyfyrwyr, gan weithio'n agos â chydweithwyr yn y Gyfarwyddiaeth ehangach i gasglu mewnwelediadau a data i lywio'r gwaith cynllunio. Mae'r swydd hefyd yn cynnwys gweithio gyda'r Tîm Marchnata a Chyfathrebu i sicrhau bod digwyddiadau'n cael eu hyrwyddo'n effeithiol a bod data'n cael ei gipio i'n galluogi i fynd ar drywydd cyfleoedd a chynnal adolygiadau ar ôl y digwyddiad ac adrodd ar adborth.

Tasgau Allweddol

Dan arweiniad y Rheolwr Recriwtio Myfyrwyr, cynllunio a threfnu pob agwedd ar ddiwyddiadau recriwtio'r Brifysgol ar gyfer darpar fyfyrwyr israddedig ac ôl-raddedig, gan gynnwys diwrnodau agored, digwyddiadau ymgeiswyr, digwyddiadau ar gyfer ysgolion, colegau a sefydliadu eraill a digwyddiadau allanol fel ffeiriau UCAS.

Cysylltu â chyfadranau i sicrhau bod dyddiadau ac amserlenni'n cael eu rhannu'n brydlon. Cynnig arbenigedd cynllunio digwyddiadau rhagorol o fewn y Gyfarwyddiaeth i fynd i'r afael â phob agwedd ar gyfleusterau archebu ac ardaloedd, gan sicrhau bod cyfranwyr a mynychwyr

yn cael cyfathrebu a nodiadau atgoffa prydlon yn ogystal â chyfathrebu dilynol ar ôl y digwyddiad.

Cynnal adolygiadau ar ôl y digwyddiad a gwneud argymelliadau i gefnogi gwelliannau parhaus.

Cefnogi'r gwaith o gynllunio a chyflwyno seremonïau graddio'r Brifysgol yn flynyddol.

Gweithio gyda'r swyddogaethau marchnata a chyfathrebu i sicrhau bod digwyddiadau'n cael eu hyrwyddo mewn modd effeithiol a monitro cofrestriadau a chodi unrhyw bryderon gydag archebion ymwelwyr.

Llunio cynlluniau a briffiau manwl, gan gynnwys amserlenni, gofynion staff, offer a chynlluniau ystafelloedd.

Cynnig cymorth wrth ddylunio, cyflwyno a chyflawni digwyddiadau rhithiol, gan gynnwys gweminarau, sgysiau byw, cyflwyniadau etc.

Cysylltu â rhanddeiliaid allanol a mewnol, cyflwynwyr, cwmnïoedd a threfnwyr digwyddiadau ar gyfer digwyddiadau allanol mewn modd proffesiynol.

Arwain staff academiaidd a phroffesiynol drwy'r llwyfan digwyddiad rhithiol a'u cynghori ynghylch arfer gorau wrth ymgysylltu â darpar fyfyrwyr yn rhithiol. Pan fo'n briodol, cynghori adrannau ynghylch sut i gynnal eu digwyddiadau rhithiol eu hunain.

Diweddarau dogfennau ar gyfer gweithdrefnau digwyddiadau rhithiol.

Cadw cofnodion ynghylch gwariant cyllidebol ar gyfer y Rheolwr Recriwtio Myfyrwyr a chodi unrhyw bryderon cyn gynted â phosibl.

ATEBOLRWYDD PERSONOL

Ymddwyn mewn modd proffesiynol bob amser a chynnal cyfrinachedd gwybodaeth

Gweithio o fewn a hyrwyddo polisïau a gweithdrefnau'r Brifysgol fel Arfarnu a Datblygiad Proffesiynol Parhaus.

Ymddwyn mewn modd sy'n cefnogi Polisi Iechyd, Diogelwch a'r Amgylchedd y Brifysgol drwy weithio'n ddiogel a dilyn y gweithdrefnau a'r codau ymarfer sydd wedi'u creu i'ch diogelu chi ac eraill.

Bydd deiliad y swydd yn gweithio o'r swyddfa yn bennaf, ond bydd yn rhyngweithio â phobl ar draws y Brifysgol.

Efallai y bydd angen ymweliadau achlysurol â safleoedd eraill.

Cymorth achlysurol i'r Brifysgol mewn digwyddiadau hyrwyddo perthnasol yn ôl y gofyn, er enghraifft ar ddiwrnodau/nosweithiau agored

Dyletswyddau Cyffredinol

Byddwch yn sicrhau bod systemau a gweithdrefnau rheoli priodol ar waith er mwyn bodloni'ch dyletswyddau a'ch cyfrifoldebau iechyd a diogelwch a gynhwysir ym mholisi iechyd a diogelwch y Brifysgol. Yn benodol, byddwch yn sicrhau bod asesiadau risg priodol yn cael eu cynnal mewn cysylltiad â pheryglon sylweddol ac yr ymgymerir ag arolygon diogelwch o leiaf unwaith y flwyddyn, ym mhob gweithle dan eich rheolaeth chi.

Cyfrifoldeb y gweithwyr yw ymgorffori Polisi Cyfle Cyfartal y Brifysgol o fewn eu maes cyfrifoldeb eu hunain ac yn eu hymddygiad cyffredinol.

Mae gan yr holl staff gyfrifoldeb i hyrwyddo lefelau uchel o ofal cwsmer yn eu maes cyfrifoldeb eu hunain.

Disgwylir i ddeiliaid swydd gydlynw â'r broses Arfarnu a Datblygu Staff, gan gyfrannu at osod amcanion er mwyn cynorthwyo gyda monitro perfformiad a datblygiad yr unigolyn.

Byddwch yn asesu anghenion hyfforddiant a datblygiad pob aelod o staff dan eich rheolaeth er mwyn sicrhau eu bod yn cael eu cefnogi'n ddigonol mewn perthynas â'u cyfrifoldebau gwaith.

Dyletswyddau perthnasol eraill sy'n gymesur â gradd y swydd, a all gael eu neilltuo gan y Rheolwr, mewn cytundeb â deiliad y swydd. Ni ddylid gwrthod cytundeb o'r fath yn afresymol.

Mae'r cyfrifoldebau allweddol sydd wedi'u cynnwys yn y swydd ddisgrifiad hwn yn rhoi argraff, ac nid yn gynhwysfawr. Gellir addasu dyletswyddau a chyfrifoldebau mewn trafodaeth â deiliad y swydd.

Adolygu

Mae hwn yn ddisgrifiad o'r swydd fel y mae ar hyn o bryd. Mae'r swydd ddisgrifiad hwn yn amodol ar adolygiad a newid yng ngoleuni anghenion newidiol y Brifysgol ac i ddarparu cyfleoedd datblygu priodol. Cynhelir y weithdrefn ar y cyd gan bob rheolwr mewn ymgynghoriad â'r unigolyn y mae ei swydd dan adolygiad. Disgwylir i bob aelod o staff gymryd rhan yn llawn mewn trafodaethau o'r fath. Nod y Brifysgol yw cytuno ar newid rhesymol, ond os nad yw cytundeb yn bosibl, mae ganddi'r hawl i fynnu'r newid i'r swydd ddisgrifiad ar ôl ymgynghori â'r unigolyn dan sylw.

Manyleb Person

Cydlynnydd Digwyddiadau

Er mwyn cael eich rhoi ar y rhestr fer rhaid i chi arddangos eich bod yn bodloni'r holl feini prawf hanfodol a chymaint o'r meini prawf dymunol ag sy'n bosib. Pan fydd gennym nifer fawr o geisiadau sy'n bodloni'r holl feini prawf hanfodol, byddwn wedyn yn llunio'r rhestr fer gan ddefnyddio'r meini prawf dymunol.

Meini Prawf Dethol					
Priodoleddau	Eitem	Meini Prawf Perthnasol	Dull Adnabod	Pwysigrwydd	
1	Sgiliau a Gallu	1.1	Sgiliau trefnu rhagorol gyda'r gallu i reoli sawl tasg, blaenoriaethu a bodloni terfynau amser.	Ff, C	H
		1.2	Gallu rhagorol i gadw cofnodion cywir o amserlenni a chyllidebau a chynnig adroddiadau hygyrch i reolwyr	Ff, C	H
		1.3	Y gallu i greu deunyddiau cyfathrebu ysgrifenedig diddorol gan gynnwys ysgrifennu disgrifiadau o sesiynau, cyfarwyddiadau a chyfeiriadau, gan gyfathrebu dros e-bost a ffurfiau eraill o gyfathrebu ysgrifenedig.	Ff, C	H
		1.4	Sgiliau rhyngpersonol rhagorol, gyda'r gallu i drafod yn effeithiol ac ymdrin â phobl ar bob lefel gyda doethineb a diplomyddiaeth.	Ff, C	H
		1.5	Sylw i fanylion a chywirdeb wrth gadw cofnodion a chyfathrebu'n ysgrifenedig	Ff, C	H
		1.6	Y gallu i weithio heb fawr o oruchwyliaeth yn ogystal â pharodrwydd i weithio fel rhan o dîm	Ff, C	H
		1.7	Bod ag agwedd hyblyg a brwd, a'r gallu i weithio fel rhan o dîm mewn amgylchedd prysur a heriol	Ff, C	H
		1.8	Sgiliau trefnu a chadw cofnodion cadarn	Ff, C	H
		1.9	Yn gallu gweithio ar y cyd â chydweithwyr ledled y Brifysgol a sefydlu cysylltiadau gweithio effeithiol	Ff, C	H
		1.10	Sgiliau ysgrifennu, golygu a phrawffdarllen rhagorol ac yn rhoi sylw i fanylion.	Ff, C	H

2	Gwybodaeth Gyffredinol ac Arbenigol	2.1	Defnyddiwr medrus o gyfres MS Office, yn enwedig Word, Excel a Powerpoint, yn ogystal â dealltwriaeth ragorol o ddefnyddio offer cydweithredu ar-lein fel Zoom a Teams.	Ff, C	H
		2.2	Ymrwymiad amlwg i wasanaeth cwsmer rhagorol.	Ff, C	H
		2.3	Profiad o reoli digwyddiadau mewn lleoliad recriwtio neu addysg.	Ff, C	H
		2.4	Profiad o weithio gyda thimau marchnata i hyrwyddo digwyddiadau'n effeithiol.	Ff, C	H
		2.5	Profiad o ddefnyddio technolegau digidol i gefnogi digwyddiadau rhithiol.	Ff, C	H
		2.6	Y gallu i drefnu a dadansoddi canlyniadau arolygon adborth ar ôl digwyddiadau ac adrodd i reolwyr.	Ff, C	D
3	Addysg a Hyfforddiant	3.1	Addysg at lefel gradd israddedig a/neu brofiad gwaith amlwg	Ff, T	E
4	Profiad Perthnasol	4.1	Gwybodaeth o'r sector AU a phrofiad o weithio mewn amgylchedd recriwtio o fewn AU.	Ff, C	D
5	Gofynion Arbennig	5.1	Y gallu i gynllunio a blaenoriaethu eich llwyth gwaith eich hun yn seiliedig ar ofynion dydd i ddydd y gwasanaeth a chreu defnydd effeithlon ac effeithiol o'r adnoddau sydd ar gael	Ff, C	H
		5.2	Y gallu amlwg i feithrin cysylltiadau gwaith proffesiynol gydag ystod amrywiol o randdeiliaid a chyfathrebu'n effeithiol o fewn tîm amlddisgyblaethol a lleoliad prifysgol ehangach	Ff, C	H
		5.3	Y gallu a'r parodrwydd i ddysgu systemau a sgiliau newydd a lledaenu'r wybodaeth fel sy'n briodol	Ff, C	H
		5.4	Ymddygiad proffesiynol a chwrtais bob amser	C	H
		5.5	Sgiliau iaith Gymraeg	Ff, C	D
Dyddiad Adolygu			Ebrill 2022		

Allwedd	Dull Adnabod	Ff	Ffurflen Gais
		C	Cyfweliad
		P	Prawf
		T	Copi o Dystysgrifau
		Rh	Rhoi Cyflwyniad
		G	Asesiad Grŵp
	Pwysigrwydd	H	Hanfodol
		D	Dymunol

Job Description



Events Co-ordinator

Faculty/Directorate	Marketing and Recruitment
Section	Recruitment and Admissions
Job Title	Events Co-ordinator
Reports To	Student Recruitment Manager
Grade	O&A 4

Principal Accountabilities

This is a key role in an innovative Student Recruitment team, responsible for the recruitment of UK students at undergraduate and postgraduate level. The Events Co-ordinator is responsible for the planning and delivery of our flagship student recruitment events, such as Open Days, Applicant Days and other large-scale events, both on campus and virtually. The role will also support the University's presence at external recruitment events and the delivery of the University's annual graduation ceremonies (from 2022 onwards).

We are constantly developing our events to ensure they are engaging, targeted and meet the needs of our prospective students and their supporters, and the Events Co-ordinator is key to delivering this. The postholder is responsible for coordinating all aspects of student recruitment events and supporting the effective planning and delivery of the events. Strong organisational skills are crucial, as is outstanding attention to detail and a passion for delivering excellent, guest-focussed events.

The postholder is required to understand the information needs of prospective students, working closely with colleagues in the wider Directorate to gather insights and data to inform planning. The role also works with the Marketing and Communications Team to ensure that events are effectively promoted and data is captured to allow us to follow up on leads and conduct post-event reviews and report on feedback.

Key Tasks

Under the guidance of the Student Recruitment Manager, to plan and organise all aspects of the University's recruitment events for prospective undergraduate and postgraduate students, including open days, applicant events, events for schools, colleges and other organisations and external recruitment events such as UCAS fairs.

To liaise with faculties to ensure dates and schedules are shared in a timely manner.
To provide excellent event planning expertise within the Directorate to cover all aspects of booking facilities and spaces, ensuring contributors and attendees receive timely communications and reminders and follow-up post-event communications.

To conduct post-event reviews and make recommendations to support continuous enhancement and improvement.

To support the planning and delivery of the University's graduation ceremonies annually.

To work with the marketing and communications functions to ensure events are promoted effectively and to monitor registrations and flag any concerns with visitor bookings.

To produce detailed briefs and plans including timelines staffing requirements, equipment and room planning.

To provide support for the design, delivery and execution of virtual events to include webinars, live chats, presentations etc.

To connect in a professional manner with internal and external stakeholders, presenters, companies and event organisers for external events.

To guide academic and professional staff through the virtual event platform and advise on best practice for engaging with prospective students virtually. Where appropriate, to advise departments on how to run their own virtual events.

To update documents for virtual event procedures.

To keep records on budgetary spend for the Student Recruitment Manager and to flag any issues or concerns as early as possible.

PERSONAL ACCOUNTABILITIES

Act in a professional manner at all times and maintain confidentiality of information

Work within and promote University policies and procedures such as Appraisal and Continuing Professional Development.

Act in support of the University's Health, Safety and Environment Policy by working safely and following the procedures and codes of practice derived to protect you and others.

The post will be largely office-based, yet with interactions with people across the University.

Occasional visits may be required to other sites.

Occasional support for the University at relevant promotional events as required, for example at open days/evenings

General Duties

You will ensure that appropriate management systems and procedures are in place to meet your health and safety duties and responsibilities contained within the University's health and safety policy. In particular you will ensure that appropriate risk assessments are carried out in respect of significant hazards and that safety inspections are undertaken on at least an annual cycle in each workplace under your control.

It is the responsibility of employees to apply the University's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

All staff have a responsibility for promoting high levels of customer care within their own areas of responsibility.

Post holders are expected to co-operate with the Staff Appraisal and Development process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

You will assess the training and development needs of each member of staff under your control to ensure they are adequately supported in relation to their work responsibilities.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with the post holder. Such agreement should not be unreasonably withheld.

The key responsibilities contained in this job description are indicative not exhaustive. Duties and responsibilities may be altered in discussion with the post holder.

Review

This is a description of the job as it is presently constituted. This job description is subject to review and amendment in the light of changing needs of the University and to provide appropriate development opportunities. The procedure is conducted jointly by each manager in consultation with the individual whose job is being reviewed. All staff are expected to participate fully in such discussions. It is the University's aim to reach agreement to reasonable change, but if agreement is not possible, it reserves the right to insist on changes to the job description after consultation with the individual concerned.

Person Specification

Events Co-ordinator



In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.

Selection Criteria					
Attributes		Item	Relevant Criteria	Identification Method	Rank
1	Skills & Abilities	1.1	Outstanding organisational skills with the ability to manage multiple tasks, prioritise and meet deadlines.	A, I	E
		1.2	Excellent ability to keep accurate records of schedules and budgets and provide accessible reports to management	A, I	E
		1.3	Ability to create engaging written communications including writing session descriptions, instructions and directions, communicating through email and other forms of written communication.	A, I	E
		1.4	Excellent interpersonal skills, with the ability to negotiate effectively and to deal with people at all levels with tact and diplomacy and.	A, I	E
		1.5	Attention to detail and accuracy in record keeping and written communications	A, I	E
		1.6	Ability to work with minimum supervision as well as a willingness to work as part of a team	A, I	E
		1.7	Have an enthusiastic, flexible, adaptable approach and the ability to work as part of a team in a busy and demanding environment	A, I	E
		1.8	Strong organisational and accurate record-keeping skills	A, I	E
		1.9	Able to work collaboratively with colleagues throughout the University and to establish effective working relationships	A, I	E
		1.10	Excellent writing, editing and proof-reading skills and an eye for detail.	A, I	E

2	General & Specialist Knowledge	2.1	Advanced user of the MS Office suite, particularly Word, Excel and Powerpoint as well as excellent knowledge of using online collaboration tools such as Zoom and Teams.	A, I	E
		2.2	Demonstrable commitment to excellent customer service.	A, I	E
		2.3	Experience of event management in a recruitment or education setting.	A, I	E
		2.4	Experience of working with marketing teams to effectively promote events.	A, I	E
		2.5	Experience of using digital technologies to support virtual events.	A, I	E
		2.6	Ability to organise and analyse the results of post-event feedback surveys and report to management.	A, I	D
3	Education & Training	3.1	Educated to undergraduate degree level and/or proven work experience	A, C	E
4	Relevant Experience	4.1	Knowledge of the HE sector and experience working in a recruitment environment within HE.	A, I	D
5	Special Requirements	5.1	Ability to plan and prioritise own workload based on the day to day requirements of the service and making efficient and effective use of the resources available	A, I	E
		5.2	Proven ability to build professional working relationships with a diverse range of stakeholders and communicate effectively within a multi-disciplinary team and wider university setting	A, I	E
		5.3	Ability and willingness to learn new systems and skills and disseminate where appropriate	A, I	E
		5.4	Professional and polite manner at all times	I	E
		5.5	Welsh language skills	A, I	D
Date of Revision		April 2022			

Key	Identification Method	A	Application Form
		I	Interview
		T	Test
		C	Copy of Certificates
		P	Presentation
		G	Group Assessment
	Rank	E	Essential
		D	Desirable