

# Unlocked



# ATTRACTION MANAGER

**Job information pack**  
**April 2021**

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# ATTRACTION MANAGER

<b>Salary</b>	£35,000-£38,000 dependent on experience
<b>Hours</b>	Full time
<b>Contract</b>	One-year fixed term
<b>Location</b>	London, EC4 (currently remote)
<b>Report to</b>	Recruitment Director

## The organisation

Unlocked Graduates is an award-winning charity which exists to break cycles of re-offending by developing outstanding individuals to lead rehabilitation in prisons and throughout society.

At the core of our mission is a leadership development programme that brings top graduates into prisons to work as frontline prison officers for two years. This programme includes mentoring, work placements in partner organisations and a fully-funded master's degree, while taking on the full duties of a frontline prison officer.

The project grew out of a recommendation in the Coates' Review of prison education. Participants are selected through a rigorous and competitive recruitment process which is raising the profile of the prison officer role. Last year the scheme was ranked 36th in the Times Top 100 Graduate Employers list.

## Diversity

The communities that we exist to serve are diverse, and to thrive in our work towards our mission, we must be too. We believe that diversity makes for a stronger team and should be celebrated. We therefore aim to create a workplace that is welcoming for all, inclusive of ethnicity, disability, age, religious belief, marital status, pregnancy, sexuality or gender.

We welcome applications from people with convictions.

To remove bias where possible, we blind assess candidates for interview based on their relevant skills, qualifications or experience.

## The role

We are looking for an innovative and dynamic individual to lead the attraction team in building our brand profile, attracting candidates to the programme and ensuring a smooth and professional candidate journey for all those who come through the process of applying to Unlocked.

The Attraction Manager will lead on building a campus strategy of events to ensure a strong pipeline of candidates to meet our targets. They will look for innovative ways to engage potential candidates off-campus and build internal processes for communication with interested applicants. This will involve the management of a small team of Recruitment Officers and ensuring they can meet individual targets at universities.

They will build relationships with external stakeholders to ensure we are recruiting for a diverse cohort of applicants and be involved in sourcing support from external organisations as well as working with existing supporters and our wider network. They will need to speak confidently about Unlocked in a number of different settings, from potential applicants to university and supplier stakeholders.

The manager will play a key role in supporting the Recruitment Director to build the profile of Unlocked both on campus and online and an early engagement strategy to develop a good pipeline of applicants.

The Attraction Manager will oversee the candidate journey strategy and implementation, from expressing an interest to starting the programme at Summer Institute. This will require the manager to create an effective onboarding strategy and cultivation events to ensure a low withdrawal rate and that candidates are fully prepared for the programme.

## Key responsibilities

### Team

- Lead the attraction team and manage performance of at least three Recruitment Officers.
- Ensure the team are fully trained to be excellent in the role and given the opportunity to develop.
- Deal with any under-performance efficiently and, where relevant, provide additional support.

### Attraction

- Support the development and lead the implementation of the medium and long-term strategy to build a strong pipeline of applicants for the graduate programme, both on and off campus, including early engagement activity (e.g. internships).
- Ensure marketing activity is aligned with targets and organisational goals around diversity.
- Monitor and evaluate the performance the progress of Brand Ambassadors on campus and ensure training is effective; ensure success is tracked appropriately.
- Manage budgets to ensure a good return on investment.

- Evaluate data to ensure attraction activity is targeting appropriate audiences and driving applications.
- Liaise with external stakeholders to build a highly visible brand on campus that is well-known and recognised, working towards annual improvement in the Times Top 100 Graduate Employers.
- Co-ordinate with the External Relations team on brand development and marketing communications to ensure we effectively reach potential applicants.

## Candidate Journey

- Plan the strategy for a fair, consistent, and positive candidate journey that is tailored to the individual.
- Build a system to track engagement with candidates and to manage communication throughout the candidate journey.
- Evaluate data and respond to feedback to improve systems and management of candidates.

## Person specification

- Strong belief and enthusiasm for the Unlocked Graduates mission.
- Knowledge and understanding of the graduate recruitment cycle, understanding of the wider sector and potential competitors on campus.
- Experience of working with a wide range of stakeholders.
- Experience of delivering to targets.
- Ability to oversee a number of projects with a clear goal and manage multiple tasks.
- Evidence of putting innovative ideas into practice and experience of planning and organising events.
- A strategic mindset and ability to plan for both the medium and long term of an attraction strategy.
- Knowledge and experience of building a communications strategy and a candidate journey plan.
- Line management experience.

## Other requirements

- DBS check (upon awarding conditional offers as part of a risk assessment; we welcome applications from people with convictions).
- Right to work in the UK.

## To make an application

Apply online at <https://app.beapplied.com/apply/rvnsdew23h>

Applications close at 9am on Monday 10th May.

First round interviews week commencing Monday 17th May. Please let us know if you will have any limits on your availability during this time. It is likely that we will aim to have interviews face-to-face at our office in London.