

Candidate Information

Position:	Recruitment Manager
School/Department:	MRCI
Reference:	19/107318
Closing Date:	Friday 5 April 2019
Salary:	£40,792 - £50,132 per annum (potential to progress to £53,175 per annum through sustained exceptional contribution)
Anticipated Interview Date:	Wednesday 17 April 2019

JOB PURPOSE:

To lead and implement the Domestic Recruitment Strategy for Queen's University, promoting Queen's and its courses to prospective students in NI, ROI, GB and EU throughout the entire recruitment cycle for both Undergraduate and Postgraduate courses. The post will primarily focus on undergraduate recruitment across all markets but involvement in postgraduate recruitment will be required from time to time. The post holder will be responsible for leading a team in the delivery of the agreed University strategic targets on recruitment, from application through to conversion.

MAJOR DUTIES:

1. Develop strategies, plans and monitor activity to meet recruitment targets for appropriately qualified students at UG level from the domestic market within the framework of the University's Strategic Plans and Recruitment Targets.
2. Work closely with the Head of DRE to agree strategic direction and to ensure that the DRE team is working efficiently and effectively. The post holder may be asked to deputise for the Head of DRE from time to time.
3. Work closely with marketing colleagues Strategic Marketing and Communications (SMC) in the development of a marketing strategy which effectively supports the delivery of the UG recruitment/sales targets.
4. Develop and manage an extensive events calendar which includes Open Days, UCAS Fairs, NI School talks for students and parents, regional events and campus tours, all aimed at recruiting quality students to Queen's.
5. Gather, monitor, analyse and disseminate recruitment and admissions-related data and marketing and competitor information. Ability to write appropriately for Senior University Management and use research findings to define recruitment strategies, interventions, operations and future targets.
6. Responsible for building and maintaining accurate databases of all prospective students and feeder schools in all territories, working closely with CRM Manager to effectively personalise all communications.
7. Development of an effective Feeder School strategy, including planning effective call cycles, optimising school event representation and developing appropriate content for target audiences, to drive the optimum recruitment outcomes across territories. Building positive working relationships with Careers Teachers and Head Teachers in schools will be a priority.
8. Lead, manage and direct the Undergraduate Domestic Recruitment Team in delivery of team objectives and targets, ensuring all team members are proactively managed and developed.
9. Foster effective and productive relationships with Faculty Student Recruitment Staff, the Admissions and Access Service and all other relevant stakeholders to ensure a fully integrated approach to recruitment.
10. Put in place a sector leading enquiries service ensuring the highest standards of customer service are set and achieved in the communication with all prospective students.
11. Provide feedback and recommendations to the Head of Marketing and DRE based upon in-market feedback on necessary developments and improvements to the current Queen's propositions for prospective students.
12. Identify and recommend new systems and processes which are required to maximise recruitment service quality and efficiency.
13. Prepare papers for University Committees and Senior Managers.
14. Undertake other duties and responsibilities as required by the Head of DRE or the Director of MRCI.

Planning and Organising:

1. Plan and manage personal and team activities to ensure achievement of recruitment targets and delivery of a first class customer service.
2. Deliver the objectives agreed within the DRE Integrated Recruitment Strategy within the allocated envelope of funding, monitoring costs and designing recruitment activity on time, to budget and with a high level of success.
3. Provide regular management information to the Head of DRE which will include a monthly review against business plan and reports which are of a standard which can be used by senior University colleagues.
4. Develop fully integrated plans for all recruitment activity including Clearing.

Resource Management Responsibilities:

1. Manage the undergraduate recruitment team and ensure that standards are set which reflect the professional standards agreed by Queen's University. Develop the team to ensure that staff are professionally fulfilled in their roles and developed to their full potential.
2. Ensure that all available technologies, systems and equipment are used efficiently to assist with recruitment. These will include CRM, digital communication tools and the use of QSIS and QFIS.

Internal and External Relationships:

1. Provide specialist knowledge and guidance on matters relating to domestic student recruitment to senior Queen's staff.
2. Develop and maintain positive and constructive relations with key external stakeholders including schools and colleges and their representative bodies, and other HEI's, especially Russell Group Universities. Internal Stakeholders include SMC, Admissions and Faculty Student Recruitment hubs.
3. Participate in cross-functional professional teams and working groups in support of Schools and University priorities.
4. Deliver a customer first service which demonstrates professional standards.

ESSENTIAL CRITERIA:

1. An Honours Degree.
2. At least five years relevant experience in a sales, business development or marketing role.
3. Evidence of having been involved in the development of a sales/marketing strategy capable of maximising competitive advantage.
4. Experience of planning and managing a team to ensure objectives are met.
5. Experience analysing data and preparing reports and inform strategic direction.
6. Experience preparing, managing and reporting on budgets.
7. Experience of developing successful relationships at a senior level with key internal and external stakeholders.
8. Excellent oral presentation skills and track record of presenting to senior stakeholders.
9. Ability to influence individuals and groups through presentation delivery.
10. Experience in setting objectives and managing performance within a team.
11. Experience of planning and managing a broad range of multiple, complex activities and events.
12. Ability to think strategically in the delivery of a plan to achieve targets.
13. Evidence of possessing a creative mind and ability to find solutions to recruitment and marketing challenges.
14. Ability to work on own initiative with little supervision.
15. Willingness to undertake regular travel within the UK and Ireland.
16. Willingness to work in evenings, weekends and public holidays as is required to meet the requirements of the role.
17. Full driving license or the ability to fulfil the mobility requirements of the post.

DESIRABLE CRITERIA:

1. A formal business/marketing/recruitment qualification.
2. Experience of working in the area of student recruitment in the United Kingdom.
3. Experience of using CRM systems.
4. Understanding of higher education issues within a national and international context.