

Candidate Information

Position:	Student Recruitment Manager
School/Department:	Faculty Office AHSS
Reference:	23/111248
Closing Date:	Monday 2 October 2023
Salary:	£46,497 - £57,141 per annum.
Anticipated Interview Date:	Monday 23 October 2023
Duration:	Permanent

JOB PURPOSE:

To work with Faculty to lead the implementation of a Faculty Global Student Recruitment Strategy to achieve global student recruitment targets within the framework of Strategy 2030. To lead a team of marketing professionals, directing activities in line with desired outcomes. The post-holder will work closely with the Faculty Executive Board and colleagues within the Marketing, Recruitment, Communications, and Internationalisation (MRCI) Directorate.

MAJOR DUTIES:

1. In conjunction with the Faculty Pro Vice Chancellor, Director of Operations, Faculty Deans, and the wider Faculty Executive Board (FEB), develop and implement agreed plans to deliver global student recruitment targets for the Faculty within the framework of Strategy 2030, the Global Student Recruitment Strategy and the Reputation Action Plan.
2. Drive the implementation of a customer facing culture throughout the Faculty for all interactions with potential students through enquiry, application and enrolment stages.
3. Lead and manage the Faculty Student Recruitment Hub in delivery of Faculty objectives and targets, ensuring all team members are proactively managed and developed.
4. Plan and lead the delivery of the Faculty's annual marketing and student recruitment plan, tailoring plans for Schools and subject areas. Provide high quality regular reporting to track progress against targets and recommend modifications to the plan and/or targets as required in the context of the annual School and Faculty planning cycle.
5. Work in partnership with colleagues in the Professional Services Directorates to facilitate alignment of the Faculty student recruitment strategy with Strategy 2030.
6. Play a lead role in the provision of innovative and effective marketing collateral to ensure that School and Faculty USPs are clearly articulated.
7. Act as a key interface point between Faculty, Schools and Professional Services on student recruitment matters for the Faculty, providing specialist advice, guidance and support as required.
8. Lead on improving the student experience globally through engagement with prospective students and their parents, agents, schools, alumni, employers and other networks.
9. Lead and / or participate in relevant University groups or committees and professional networks relating to student recruitment.
10. Undertake other duties and responsibilities to support implementation of the Faculty Plan as required by the Director of Operations and other senior colleagues.
11. The role requires undertaking significant travel within the UK, EU and International markets, a willingness to work in evenings, weekends and public holidays as is required to meet the requirements of the role and have a full driving licence or the ability to fulfil the mobility requirements of the post.

ESSENTIAL CRITERIA:

1. Degree (or equivalent qualification) in any subject. OR; Substantial relevant experience demonstrating management ability in a similar role.

2. At least 4 years' relevant experience in a business development, marketing, or student recruitment role:
 - Experience in leading a team of marketing/business development professionals, directing operational activities.
 - Experience in the development of business, marketing or student recruitment strategies and plans to deliver objectives and targets.
 - Experience in preparing and producing statistical reports.
 - Experience of leading, organising and planning a broad range of multiple, complex, and long-term activities and events.
3. Ability to explain complex ideas simply and effectively; excellent oral presentation skills and track record of influencing individuals and groups.
4. Ability to think strategically in the delivery of a plan to achieve targets.
5. Ability to work on own initiative, react to business needs, and work as part of a team.

DESIRABLE CRITERIA:

1. Business or Marketing related qualification.
2. At least 4 years' relevant experience in a business development, marketing, or student recruitment role within the higher education sector.
3. Understanding of higher education issues within a national and global context.