

Candidate Information

Position: Director of Marketing, International Partnerships and Student Recruitment
School/Department: Global Marketing, Recruitment and Admissions
Reference: 23/111465
Closing Date: Sunday 10 December 2023
Salary: Commensurate with experience. This role offers a highly competitive salary and benefits packages pitched to attract the best talent in the marketplace.
Anticipated Interview Date: Tuesday 19 December 2023

Information regarding the role:

The post of Director of Marketing, International Partnerships and Student Recruitment (MIPSR) is an important Strategic leadership role, with responsibility for ensuring that Queen's builds on the recent growth and success and is positioned to achieve the aims and aspirations of Strategy 2030.

Reporting to the Vice-President Students and Corporate Services, the Director will lead, not only the staff in the marketing and student recruitment teams but provide University wide leadership to support the delivery of ambitious recruitment targets and a new international partnership plan and develop a powerful brand proposition and full-service marketing team. They will lead and set the direction within the Directorate, providing leadership that promotes a culture of excellence, innovation, collegiality, continuous improvement and promotes a high-performance culture and demonstrating behaviour consistent with Queen's Core Values. The role requires you to be passionate about the power of the brand and share a vision to build and activate bigger, bolder, better, brand and marketing campaigns that support the University's ambitious growth plans as we enter our 180-anniversary year in 2025. In addition, the Director will lead the teams responsible for the delivery of recruitment targets at both Domestic and International level and reaching ambitious international student recruitment income targets of £85m in 2025-26.

The Director of MIPSR will have responsibility for circa 93 FTE staff and an annual budget of £25m.

This role offers a highly competitive salary and benefits packages pitched to attract the best talent in the marketplace.

Key Relationships:

- The Director of MIPSR is expected to work collaboratively and pro-actively across all aspects of the University's academic and professional services business areas and to engage with senior colleagues, including University Management Board (UMB) and Professional Services Management Group. In addition, strong working relationships with the Pro-Vice-Chancellor for Global Engagement and Vice President Strategic Engagement and External Affairs, Director of Strategic Communications and the three Faculty teams, will be essential to success.
- Partnering with internal cross-functional teams and external agencies and working closely with the Director of Strategic Communications, you will develop integrated campaigns to raise awareness, support engagement and Strategy 2030 and inspire action.
- Externally, engagement and cultivation of strong relationships with key external stakeholders and other academic institutions to successfully establish partnerships and strategic alliances.

Job Purpose:

Reporting to the Vice-President, Students and Corporate Services (SCS) and working in collaboration with the Senior leadership team in the Portfolio (Director of Education and Student Services and the Director of Student and Campus Life), you will have strategic and operational day to day accountability for a team of staff across the following key functional areas:

• Global Marketing.

• Domestic and International Student Recruitment.

• International Partnerships.

The post-holder will be tasked with reviewing the Queen's Brand proposition, developing a refreshed holistic approach that is aligned to the Strategic priorities and in doing so they will oversee the creation and development of a high performing full-service marketing team; they will also oversee the delivery of University wide student recruitment targets to deliver the ambitious Global Student Recruitment Plan including implementing a new international partnership plan that will support the University to realise Strategy 2030.

Leadership:

1. Lead and set the direction within Marketing, International Partnerships and Student Recruitment ensuring that staff are motivated, engaged and appropriately developed. Providing leadership that promotes a culture of excellence, innovation, collegiality, continuous improvement and promotes a high-performance culture and demonstrating behaviour consistent with Queen's Core Values.
2. Pro-active and positive management of all financial, human and physical targets and resources of the Directorate, including the oversight of all services in line with approved business plans to ensure best commercial returns which also maximises the student and campus experience.

Brand and Marketing:

1. Lead on a review and refresh of the University Brand to strengthen Queen's positioning as a competitive global brand for its priority audiences and build reputation, brand positioning, research profile and reputation, nationally and internationally.
2. Develop and oversee an ambitious plan to build a full-service Marketing team which supports the ambitions aligned to the Strategy and can support the strategic, tactical and operational needs of the University Faculties, Schools and Directorates.
3. Develop and implement a Global student recruitment and partnership marketing plan which includes brand positioning and value propositions for key target markets and the development and targeting of relevant recruitment information to prospects to further strengthen the Queen's brand and drive recruitment.
4. Embed a digital-first approach across all marketing and student recruitment activities, demonstrating how they enhance awareness and conversion.
5. Collaborate with key colleagues to monitor and conduct analysis of student forecasts, market trends and audience insights to better inform internal plans and decision-making.
6. Collaborate with local partners to identify opportunities to maximise Queen's NI reputation to support student recruitment and business employer engagement.
7. In conjunction with the Strategic Engagement and External Affairs team, develop a business case to build a University Museum and Visitor's Centre aligned to the 180 anniversary of Queen's.

Domestic and International Student Recruitment:

1. In conjunction with the VP SCS, VP SSEA, PVC Global Engagement, PVC Education and Students and Faculty teams, agree student recruitment targets for domestic and international markets and ensure operational delivery plans are in place to deliver outcomes.
2. Provide expert advice to the University's Management Board in relation to student recruitment strategies, targets and portfolio development.
3. Provide leadership to the develop and embed a culture of collaboration, agility, and accountability for Student Recruitment targets.
4. In conjunction with the Faculty PVC's, Head of Student Recruitment and Head of Admissions identify new initiatives that will enhance student recruitment and conversion in key areas of demand and need.

International Partnerships:

1. Work with the PVC Global Engagement and APVC Academic Business Development to adopt a centralised approach to the delivery of the Partnership Plan to realise Strategy 2030's ambition to be a globally recognised institution with partnerships which supports research, reputation, and education outcomes.
2. Assist with developing international strategies with universities, educational institutions, and organizations globally and identify potential partners aligned with the university's goals, values, and academic programmes.

3. Lead negotiations and discussions to establish collaborative agreements, memorandums of understanding (MOUs), joint programmes, and exchange initiatives with international partners.
4. Build and maintain strong relationships with key stakeholders, including representatives from partner institutions, governmental bodies, and international organizations.
5. Promoting collaborative initiatives, promote partnership performance and manage communication of all international partnerships.

General:

1. As a member of the Vice-President's Senior Leadership Team, manage and oversee the delivery of overall targets of the Marketing, International Partnerships and Student Recruitment Directorate, working closely with the Director of Education and Student Services and Director of Student and Campus Life.
2. Work as a member of the Professional Services Management Group contributing broad knowledge and expertise to pan-University projects outside the Department.
3. Actively participate in promoting and maintaining a safe and healthy work environment through adherence to established safety procedures and continuous hazard awareness and ensure strict compliance with all University policies within the SCS portfolio.
4. Undertake other duties as may be necessary from time to time in accordance with the needs of the University and the grade of the role.

Essential Criteria:

1. Educated to minimum of degree level or equivalent qualification.
2. Substantial relevant senior-level experience (5 years at senior management level) leading and managing at least one, or combined areas of global marketing, student recruitment or international partnerships in a large, complex university, with demonstrable evidence of success.
3. Experience of building brands and leading creative marketing campaigns to include competency in market research, branding, segmentation and customer relationship marketing.
4. Substantial relevant senior-level experience of cultivating and managing dynamic teams (in marketing, student recruitment or student experience) that have delivered ambitious results within an ever-changing business environment and a personal track record of achieving success.
5. Experience of leadership across complex digital and dynamic marketing and social media campaigns.
6. Experience in budgetary planning and financial management and a proven track record of achieving significant financial targets.
7. Experience of the successful management and execution of complex projects.
8. Experience of successfully developing and cultivating partnerships and strategic alliances.
9. Experience in developing innovative solutions and the practical implementation of strategy which includes the positive engagement of staff achieving associated targets.
10. The capability to formulate and offer clear professional advice on complex policy issues and their effective communication within the University.
11. A good understanding of the domestic and international context in which the University operates.
12. Positive, energetic and inclusive attitude with the ability to think strategically with proven problem-solving skills focused on key goals and deliverables.
13. Robust and resilient, with strong presence and executive impact with the ability to confidently deliver complex messages to a diverse audience and the ability to negotiate and influence at all levels.
14. An analytical mindset with the ability to manage and mitigate risk, with a positive creative instinct to develop solutions to support the University's sustainable growth and change.
15. Excellent communication skills – ability to communicate effectively with colleagues across the Institution as well as with outside agencies and a strong commitment to collaboration and collegiality.
16. Demonstrate ability to build networks within the wider University community and region as a whole.
17. A clear knowledge and understanding of the importance of the student experience.
18. Highly developed business acumen with the ability to bring complex negotiations to a successful close.
19. An ability to relate effectively with students, staff and external stakeholders.
20. Evidence of a strong commitment to excellence, through personal ownership of delivering and achieving goals.
21. Demonstrable commitment to the mission and values of Queen's University Belfast and an understanding of the transformational impact of education.
22. Proactive with the ability and vision to help shape the future direction of the University and its culture with a clear understanding of the mission and goals of Strategy 2030.

Desirable Criteria:

1. Evidence of a Marketing Qualification.
2. Demonstrable experience with a track record of success in the development and delivery of global marketing strategies.
3. Knowledge of the international markets aligned to student recruitment.
4. An understanding of current and future issues relating to Universities and Higher Education.
5. Experience of writing and presenting detailed business plans at board level.
6. Membership of a professional body.