UNIVERSITY OF GREENWICH

JOB DESCRIPTION

Job Title: Deputy Head of Student Recruitment

Grade: SG8

Department: UK Student Recruitment

Responsible to: Head of Student Recruitment and Admissions

Responsible for: Recruitment Operations Manager
Recruitment Events Manager

Key Contacts: Colleagues across communications and Recruitment, Student and Academic Services (SAS), Planning and Statistics (PAS), Information and Library Services (ILS), and academic and professional services staff in faculties

Standard Occupational Classification (SoC code):

Non-Contractual Nature of Role Profile: This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE

The post holder will balance ownership of recruitment and conversion activity with the additional responsibilities of deputising for the Head of Recruitment and Admissions.

leading on the management of direct recruitment and sales activities of the University in recruiting students at appropriate entry levels to the University, the primary focus of the post is to ensure a positive high-quality journey for future students and their supporters from prospects through to enrolment at both undergraduate and postgraduate level.

Working collaboratively with colleagues across the university, the Deputy Head of Student Recruitment will liaise with academic departments and professional services staff, to ensure delivery of an excellent prospect and applicant experience and that internal stakeholder needs are met. The post holder will take full responsibility for the day-to-day operations of enquiry management and hybrid recruitment and conversion events, ensuring resources are always utilised to their full capacity to achieve set targets.

KEY ACCOUNTABILITIES

- Represent the Head of Recruitment and Admissions as and when necessary, both internally and externally.

- Support the Head of Recruitment and Admissions in the development of appropriate strategies and business operations to improve recruitment to support the University's objective of:
  -meeting recruitment targets.
  -improving entry levels.
  -broadening our reach to widening access students.
- Take on senior projects and responsibilities as delegated by the Head of Admissions that may include but are not limited to:
  -Team management, structure, and budgeting.
  -Systems development and statistical insight.
  -Pathways and product development.
  -Stakeholder management.
  -Team KPIs.
  -Conversion.
  -Improving service delivery.

Team Specific:

- To lead in the review, development, and implementation of coherent, effective, and efficient systems to deliver effective student recruitment.
- To lead and manage recruitment and events staff with responsibility for:
  -Staff personal development and training
  -Appraisal and performance reviews
  -Resource management across the Directorate in collaboration with other team leaders to meet changing demands between teams.
- To lead on the management of recruitment and conversion activities which includes but is not limited to:
  - Management of communications with enquirers through, phone, on-line chat, email, social media, the CRM system, and any other appropriate communication channels.
  -Hybrid Open days, campus tours and applicant conversion activity.
  -Internal pathways and progression routes.
  -Lead on Clearing project.
  -Ensuring that appropriate information is CMA compliant and made available on our website, the UCAS website, our publications and other external communication channels to inform enquirers of our offer.
- To liaise closely with the Education Support Team and Marketing and Communications Team to ensure all recruitment activities are effectively supported.

- Work across the Directorate, other Directorates, and the faculties to assist in the development of coherent, harmonised and effective support to recruitment and conversion activities.
- Ensure a thorough knowledge of the university course portfolio offered and ensure this knowledge is transferred to the team as required via delivery of relevant training.
- To monitor internal and external developments relating to technological, administrative, and legislative changes to advise the Head of Student Recruitment and Admissions on how any developments affect institutional practice and help determine the actions needed.
- Represent the Directorate on various working groups and committees as and when required.

Generic:

- Act as a leader and demonstrate the University's shared values (Inclusive, Collaborative, Impactful) every day.
- Must have effective communication skills both verbal and written to ensure that effective partnerships are forged and maintained using appropriate communication which is understood by all parties.
- Must be a senior ambassador for the University Brand.
- Must be competent and comfortable when explaining to customers/stakeholders why a particular approach has been used which is evidence based and easily understood.
- Must have appropriate administrative management skills gained through practical application and experience.
- Must be able to challenge and resolve issues as they arise.

Managing Self:

- Actively seeking awareness of own world view, positive attitudes towards cultural differences, and knowledge of different cultural practices to inform cross-cultural working, communication and problem solving. (I.e., cultural competence)
- Always maintain a professional approach through the application of effective leadership and management skills.
- Manage work effectively and deliver under pressure.
- Working with other staff effectively to maximise their performance.
- Lead regular and timely team meetings to ensure that the team delivers against strategic objectives set by the Director of Communications and Recruitment.
- Working with other staff effectively to help maximise their performance by working as one team.

- Ensure the Head of Student Recruitment and Admissions is updated regularly as agreed on progress against task.

Core Requirements:

- Commitment to key strategic priorities of the Directorate and the University.
- To be an expert for recruitment and to instil confidence across senior management with relevant knowledge and professional judgement.
- To have commensurate suitable personal skills of integrity, diplomacy, presence, and commitment.
- To have an excellent record of cultural understanding and competence.
- To be a significant ambassador for the university at any events or activities the role holder is required to attend.
- To be commercially astute: Finding the right balance between sales and student experience and outcomes.
- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:
Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Marketing and External Relations delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Improved recruitment at higher entry levels.
- Delivery of the university's recruitment targets.
- Reduced reliance on clearing applications.
- Personalised applicant experience.

KEY RELATIONSHIPS (Internal & External):

- Associate Director of Student Recruitment and Admissions
- Head of Recruitment and Admissions

- Deputy Head of Admissions
- Education Support Manager
- Other Managers in the Marketing and External Relations Directorate
- Faculty recruitment and admissions representatives
- Colleagues in ILS Programme Management Office (PMO)
- Colleagues within other Directorates of Professional Services

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Demonstrable experience of working in Higher Education in a recruitment/sales focused role with a detailed knowledge of UCAS, educational frameworks, and their application in an admissions context.
- Experience of benchmarking competitors and insights research.
- Experience of planning, organising, and implementing change regarding recruitment processes.
- Experience of managing others.
- Proven track record in delivering to targets and deadlines using management information to monitor progress against these.
- Experience of planning and prioritising work to meet demanding deadlines.
- Experience of using digital information systems and technology to improve student recruitment processes.
- An understanding of student databases/CRM Solutions and the flow of information across.

Desirable Criteria

- Widening participation, admissions, event management and/or marketing experience.
- Experience of using different CRM and admissions platforms (UoG currently uses Microsoft Dynamics, Banner and Elllucian).

SKILLS:

Essential Criteria

- Using cultural competence to inform cross-cultural working, communication, problem solving and decision making.
- Excellent customer service.
- Lead, manage and develop individuals and team.
- Strong IT, administrative and data management skills.
- Excellent organisational skills.
- Good project management skills to plan and organise resources appropriately.
- Workshop facilitation.
- Ability to work accurately and effectively under pressure.
- Excellent interpersonal, networking and negotiating skills.

- Creative, proactive and at ease being empowered.

Desirable Criteria

- Proficient in producing management information in a variety of formats (e.g reports and dashboards to monitor performance).

QUALIFICATIONS:

Essential Criteria

- Educated to graduate level or equivalent or have a significant level of experience in a similar role.

Desirable Criteria

- N/A

PERSONAL ATTRIBUTES:

Essential Criteria

- We are looking for people who can help us deliver the values of the University of Greenwich: Inclusive, Collaborative and Impactful.

Desirable Criteria

- N/A