

## **JOB DESCRIPTION**

**Job Title:** Head of UK Student Recruitment

**Grade:** SG9

**Department:** Outreach, Recruitment and Admissions

**Responsible to:** Associate Director, Student Recruitment and Admissions

**Responsible for:** Deputy Head of UK Student Recruitment

**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):** TBC

**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 is a senior position in the Marketing and External Relations Directorate to provide effective leadership and management of the UK Student Recruitment Team. The role will lead and support the development, implementation, and enhancement of all aspects of the University's UK Student Recruitment Strategy, including development and delivery of recruitment activity and events, reporting and forecasting student numbers and targets, and development of the portfolio of programmes and courses to meet UK student demands.

### **KEY ACCOUNTABILITIES**

#### **Team Specific:**

- Lead on the development and execution of UK student recruitment strategy
- Oversee the development and delivery of a suit of high-quality and innovative physical and digital events and activities to achieve student targets by maximising recruitment potential, improving conversion, and utilising untapped regions and demographics
- To maintain a strong knowledge and professional level of expertise in the University portfolio and UK student demand, so as to lead the

development of new programmes and courses to attract applicants and widen access

- To act as the institutional lead with the university's business partner providing market intelligence for programme development
- To contribute to effective strategies to market, target and admit new pathways into HE in greater volumes
- Lead the UK Student Recruitment contribution to the University's student number plans from forecasting through to regular in year reviews, collaborating and influencing Faculties and the wider University to carefully manage numbers supported by clear data and actionable findings to drive strategic decision making that is applicant focused, inclusive, and ensures the University meets its financial projections
- Monitor and react to competitor development and activity, including recommending the setting of domestic tuition fees and domestic scholarship offering
- Work closely with key stakeholders in Faculties and Directorates to oversee and coordinate harmonised and effective recruitment activity and strategy that is applicant focused, inclusive, and supports recruitment targets
- Manage the recruitment budget, including monitoring the impact of activities
- Lead the recruitment functions ensuring compliance with internal and external requirements and expectations, ensuring a smooth and seamless experience from enquiry through to acceptance
- To monitor internal and external developments relating to technological, administrative, and legislative changes; to lead on responses to these changes and seek recruitment opportunities, in liaison with key stakeholders
- Lead on the development and delivery of recruitment aspects of the Access and Participation Plan
- Overall responsibility for the effective performance and team management of Student Recruitment
- To assist more widely in the development of appropriate Directorate and University strategies to improve recruitment and support the University's objectives.
- Represent the Directorate on various working groups and committees, both internally or externally, as and when required.

**Generic:**

- Act as a leader and demonstrate the University's shared values and behaviours
- 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.
- Set team objectives against functional area.

#### **Managing Self:**

- Actively seek 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.
- Ability to communicate at all levels, disseminate technical and non-technical aspects to non-specialists and be a reference point for the communication of information across the University.
- Maintain a professional approach at all times 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.

#### **Core Requirements:**

- Be the expert for UK Student Recruitment to instil confidence across university 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 the events and activities the role holder is required to attend.
- To be a strategic leader driven by targets and results.
- To be commercially astute: Finding the right balance between sales and student experience and outcomes.
- To possess outstanding communication and presentational skills.
- To develop an expert understanding of UK Government Policy and relevant agencies.
- Adhere to and promote the university's Equality and Diversity policies.
- Ensure compliance with Health & Safety regulations.
- 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.

#### **Additional Requirements:**

Willingness to deliver against any reasonable work-related request made on the role holder by their line manager

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 the Marketing and External Relations Directorate delivers the required level of service.

**KEY PERFORMANCE INDICATORS:**

- Achieve a strong and growing pipeline of prospects.
- Achieve admissions agreed processing service levels
- Achieving UK recruitment targets whilst maintaining entry tariff standards.
- Strong application to offer and acceptance conversion ratios

**KEY RELATIONSHIPS (Internal & External):**

**Internal**

- Executive Director of Marketing and External Relations
- Head of International Student Recruitment
- Head of Admissions
- Pro Vice Chancellors and Faculty Operating Officers
- Managers in the Marketing and External Relations Directorate
- Head of other professional services across the university

**External**

- UCAS
- OFS
- DFE

## **PERSON SPECIFICATION**

### **EXPERIENCE:**

#### **Essential Criteria**

- Experience of developing, implementing and evaluating student recruitment activity
- Leadership experience of a large team.
- Experience of making decisions, where these may have an impact on the organisation.
- Broad range of experience in admissions, marketing and/or student recruitment.
- Proven track record in delivering organisational growth and/or change.
- Experience of planning and prioritising work to meet demanding deadlines.
- Experience of leading a team of staff including development and training of the team.
- Experience of using data and research to support decisions making
- Experience of using digital information systems and technology to improve recruitment processes.

#### **Desirable Criteria**

- Senior Admissions and/or UK Recruitment experience in Higher Education
- Expert knowledge and understanding of the UK HE and FE sector and relevant policy frameworks.

### **SKILLS:**

#### **Essential Criteria**

- Using cultural competence to inform cross-cultural working, communication, problem solving and decision making
- Proven ability to be a visible, active leader for a function in a large institution
- Good leadership and team building skills to lead a team with a diverse range of focuses.
- Excellent organisational skills.
- Good project management skills to plan and organise resources appropriately.
- Ability to work accurately and effectively under pressure.
- Excellent interpersonal and negotiating skills.
- Creative, proactive and at ease being empowered.
- Good problem solving and decision-making skills.

#### **Desirable Criteria**

- Proven strategic management experience.

**QUALIFICATIONS:****Essential Criteria**

- Degree or equivalent experience.

**Desirable Criteria**

- Masters' or professional qualification in relevant area or equivalent experience.
- Leadership qualification

**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