



## JOB DESCRIPTION

<b>Job Title</b>	<b>Head of Access Participation (AP) &amp; Marketing</b>
<b>Reporting to</b>	Chief Marketing & Admission Officer
<b>Grade</b>	Tactical Leadership
<b>Unit</b>	AP & Marketing
<b>Location</b>	Head Office (Oxford)/ West London

### About Oxford Business College

Since 1985, Oxford Business College (OBC) has spearheaded transformative education, carving a unique path for overlooked individuals, especially mature students facing barriers in traditional education. Operating seven days a week for our students, OBC's pioneering approach adapts to the diverse lifestyles & commitments of non-traditional learners. Across campuses in West London, Oxford, & Nottingham, OBC's ultra-flexible scheduling ensures inclusivity, reinforced by a robust digital infrastructure. Actively fostering a sense of belonging for students from all backgrounds, we provide comprehensive support services. Emphasising practical skills for employability through industry placements, OBC stands as a dynamic catalyst for change, reshaping higher education with an unwavering commitment to accessibility, flexibility, & inclusivity. With over 7500 students & 300 colleagues, join OBC in shaping the future of education & unlocking opportunities for a diverse range of students.

### The role

The Head of Access Participation (AP) & Marketing holds a crucial role in inspiring, educating, motivating, & supporting a diverse range of students to apply & study at OBC. Reporting directly to the Chief Marketing & Admissions Officer, this position is based at the Head Office (Oxford) and/ or London. The role involves leading the development & coordination of the college's outreach & widening participation strategy, establishing partnerships with key stakeholders, including the wider community. Ensuring the achievement of access targets set within the college's access & participation plans is a key responsibility. Collaborating closely with the Head of Admissions, the role holder aligns strategies & plans for access & participation. Acting as the head of profession for outreach & widening participation staff across the college, the role ensures their professional development & establishes an appropriate framework for their devolvement. Additionally, the position leads & manages the student recruitment & associated marketing function. This involves developing & implementing innovative & cost-effective marketing strategies & campaigns to maximise the college's potential in meeting recruitment targets.

The Head of AP & Marketing provides leadership & strategic development for the college's liaison activity. This includes working with key stakeholders to support the delivery of activities, policies, & practices outlined in the college's access & participation plan. Taking the lead in analysing market research & insight, the role informs the college's recruitment strategy. It also involves leading the development & implementation of effective & sustainable recruitment partnerships while contributing to the management of the college's reputation with UK higher education agencies & other organizations.

The ideal candidate should be available during busy periods & weekends as needed, particularly during intake times. Please note that annual leave is generally not permitted during these periods. Some restrictions on annual leave also exist during other peak times, e.g., January/February, April/May, & September/October.

## Strategic Responsibilities

- Lead the development & implementation of comprehensive & cost-effective student recruitment marketing strategies for the UK market, aligning with college's strategic vision & understanding UK market trends.
- Collaborate closely with the Head of Admissions to ensure an integrated approach & cohesive student journey in matters relating to recruitment & admissions.
- Co-lead on all dimensions of student recruitment, formulating a delivery plan to increase & enhance the quality of student intake.
- Implement a highly targeted approach to student recruitment, utilising data, contextual factors, & research to understand & target segment preferences & behaviours.
- Lead & oversee the planning & implementation of integrated & cost-effective marketing communications strategies to achieve UK student recruitment targets. Monitor & report on return on investment for marketing initiatives.
- Lead & oversee the enhancement of the college's CRM system for student recruitment, aiming for a positive impact on application & conversion rates.
- Leverage & enhance the college's website, digital media, social media, & PR affairs for marketing & student recruitment purposes.
- Act as the lead advisor to the college's strategic leadership on all marketing & recruitment matters.
- Lead the development & management of strategic recruitment partnerships between OBC & key stakeholders.
- Provide leadership in the design, implementation, & impact analysis of the college's access & participation plan. Develop & oversee procedures for the appropriate capture of participant data, evaluating & reporting as required to demonstrate the impact of outreach activities to the Office for Students (OfS).
- Foster & develop sustainable relationships & partnerships with organisations & networks to extend the reach of OBC's liaison programme.
- Lead, motivate, & manage the access participation & marketing team, overseeing recruitment & marketing activities, enquiries, conversion, applicant engagement, schools/ colleges liaison, partnerships, & student recruitment events. Embed a culture of measurement, continuous improvement, & service excellence within the team.
- Lead the development & implementation of institutional policies & regulatory frameworks.
- Contribute to the leadership of the AP & marketing unit by working closely with other unit heads to ensure team motivation, happiness, & achievement of the college's objectives.
- Contribute to the development & implementation of the overarching AP, marketing, & communications strategic plan, including supporting plans such as the University's Access & Participation Plan, within the context of agreed budget & operational efficiencies.
- Contribute to strategy & policy on a broad range of matters related to student recruitment & retention objectives, providing evidence-based advice to senior management on recruitment strategies, external factors, competitor activity, & policy impacts.
- Facilitate &/ or regulatory data returns, including to key regulatory/official bodies, supporting strategic planning & operational delivery.
- Attend & chair relevant committee(s) & report regularly to the relevant board.
- Keep up-to-date with changes in related legislation (i.e. CMA) & ensure confidentiality & integrity of all corporate information in accordance with the Data Protection Act & other relevant legislation.
- Undertake any other duties reasonably required by the Chief Marketing & Admissions Officer, Executive Principal, or Managing Director.



## PERSON SPECIFICATIONS

### TRAINING & EDUCATIONS

#### Essential

- An undergraduate degree in a relevant field, or equivalent qualification or experience.

#### Desirable

- A postgraduate diploma/ degree in marketing, education, or a related field.

### EXPERIENCE

#### Essential

- Experience in developing & implementing marketing campaigns.
- Experience in enhancing the business' website, digital media presence, & PR affairs.
- Experience in leading & delivering strategic & operational change.
- Experience in a leadership position, managing cross-organisational functions.
- Strong understanding of the Higher Education (HE) landscape in the UK, including comprehensive knowledge of relevant policies, regulations & compliance standards.

#### Desirable

- Hands-on experience of emerging technical & digital innovation (e.g. AI, marketing automation tools).
- Experience in using CRM systems.
- Experience of working in a similar role for another private HE establishment.

### SKILLS & KNOWLEDGE

#### Essential

- Knowledge of & experience in the widening participation agenda.
- Strong understanding of market research & data analysis.
- Strong relationship management skills, including the ability to engage, communicate & collaborate with academic & professional staff, students & external partners & regulators.
- Excellent planning skills, combined with proven analytical & problem-solving skills.
- Strong verbal & written communication skills, including the ability to present complex information clearly & effectively.
- Familiarity with external regulatory bodies such as the Office for Students (OfS), OIA, HESA (Jisc), etc.
- Proficiency in software applications & technology for marketing purposes.

### BEHAVOURAL SKILLS

#### Essential

- Strong leadership qualities to effectively manage a team of professionals, including the ability to inspire & motivate.
- Capacity to adapt to changing circumstances & priorities in a fast-paced academic environment.
- High ethical standards & a commitment to maintaining the integrity of academic records & processes.
- Resilience & adaptability to manage the demands of a busy & challenging role.
- A role model for college's core values, which underpin our vision, mission & strategy.