

## BISHOP GROSSETESTE UNIVERSITY

### JOB DESCRIPTION

**Title:** Director of Marketing, Recruitment and Communications

**Grade:** Director (£66,202 to £74,068)

**Responsible to:** Chief Operating Officer

**Line managed by:** Chief Operating Officer

#### Job Summary

- To work with the University Executive Group and other staff across the University as well as external stakeholders to enable the University to deliver its Strategic Plan with a particular focus on student recruitment, external profile of the University, and smooth internal communications.
- To lead the Marketing, Recruitment, and Admissions departments, and the University's public relations (PR), widening participation, internal and external communication functions.

#### Detailed Responsibilities

Working with key stakeholders (both internal and external) to ensure effective delivery of the following responsibilities:

1. Lead and be responsible for BGU's strategic planning processes in relation to marketing, student recruitment, admissions and communications and advise on the delivery of strategic objectives, specifically in relation to:
  - target-driven recruitment of students;
  - smooth admissions processes for all students;
  - development of marketing initiatives to support the University's 'access and participation' imperatives;
  - development and implementation of effective marketing, recruitment and communications policies and procedures.
2. Work with the internal stakeholders to develop strategies and annual operating plans to ensure successful delivery of objectives.
3. Monitor progress of plans, identify and assess risks which impact on the delivery of key objectives, and take steps to mitigate and manage such risks.
4. Provide expert advice and guidance in relation to marketing, recruitment and admissions activities. Develop and maintain a thorough understanding of the policy environment for higher education ensure that the University is well placed to respond to changes and developments.
5. Lead and manage the marketing, recruitment, admissions and communications functions and departments including, for example, the delivery of high quality promotional material through various media, admissions processes for all applicants to ensure effective conversion from enquiries and applications, and relationship-building.
6. Build strong and effective strategic working relationships across the University and elsewhere in the sector and beyond to maintain effective and coordinated approaches to the University's marketing and recruitment activities.

7. Set standards for departments through the use of Standard Operating Procedures and Service Level Agreements, and monitor and evaluate performance using key performance indicators and other business intelligence.
8. Develop and deliver annual internal and external marketing, recruitment and communications plans which support the achievement of relevant overall strategic objectives.
9. Manage the University's relationships with key suppliers/agencies in relation to marketing design services, PR, website design and support, media planning and buying, recruitment agencies and fairs (including UCAS), and digital/social media engagement.
10. Provide performance-focused line-management for members of the departments managed, and provide support for continuing professional development to ensure best practice in the delivery of services.
11. Strategically design and manage the University brand and profile as they are communicated to various stakeholder groups locally, regionally, nationally and internationally.
12. Deliver a University website and University portals for staff and students of a consistently high quality.
13. Collate and analyse statistical data and other evidence to prepare reports on the University's marketing, recruitment and admissions, widening participation, and communications activities.
14. Lead the preparation and delivery of relevant funding bids when required.
15. Plan and manage business plans and budgets for departments led and to ensure that expenditure is in line with budget and is both cost-effective and value for money.
16. Be a member of relevant internal committees and working groups. Chair groups and committees as required.
17. Represent the University on appropriate external committees, professional associations and working groups at local, regional and national level to enhance the University's reputation and to enable benchmarking of good practice.

#### Plus

- Ensure that the highest standards of professional performance are maintained.
- Promote equal opportunities in the work of the departments and functions.
- Ensure compliance with relevant legislation and statutory codes of practice.
- Provide leadership in the arrangements for performance review and appraisal in the departments/functions.
- Ensure that professional skills are regularly updated through participation in training and development activities.
- Ensure all University policies are implemented within the remit of this post.
- Work will include some evening and weekend work, e.g. in the context of achieving targets and leading Applicant Days and Open Days.
- Successful work in post may involve some travelling, including international travel.

#### **General**

The postholder must at all times:

1. Comply with the University's policies and regulations.
2. Maintain professional standards in relationships, demonstrating a commitment to upholding Equal Opportunities and Diversity principles.
3. Adopt a client-centred approach and to deal promptly and considerately with members of the public, staff and students.
4. Undertake any appropriate training and development which may be required to enhance performance in relation to the duties of the post, attend staff development sessions and participate in an annual appraisal process.
5. Undertake any other duties as may reasonably be required.

**Main contacts**

- Chief Operating Officer
- Dean of Faculty
- Heads of Programmes and Programme Leaders
- International Office
- Marketing, Recruitment, Admissions, Widening Participation and Communications staff
- Registry staff
- University Executive Group
- Vice-Chancellor.

**BISHOP GROSSETESTE UNIVERSITY**

**PERSON SPECIFICATION**

**Director of Marketing, Recruitment and Communications**

	<b>Core</b>	<b>Supplementary</b>
<b>Education/ Qualifications And Special Training</b>	<p>Undergraduate degree or equivalent qualification.</p> <p>Evidence of relevant continued professional development.</p>	<p>Higher degree.</p> <p>Relevant professional qualification.</p>
<b>Knowledge and Skills</b>	<p>Ability to plan targets and deliver of strategic/innovative marketing, student recruitment, admissions, PR, widening participation and communications initiatives, campaigns, processes, tools and projects.</p> <p>Strong ability to analyse written and statistical information and identify implications.</p> <p>Excellent understanding and knowledge of strategic marketing, recruitment and communications methods.</p> <p>Good levels of IT skills to enable best use of available information and communications as necessary for the post.</p> <p>Excellent communication, interpersonal, convincing and influencing skills including the ability to establish credibility with and trust of internal and external audiences and partners.</p> <p>Ability to respond quickly to market trends to deliver commercial outcomes</p> <p>Ability to generate clear and concise documentation.</p> <p>Excellent leadership, management, organisational and analytical skills, including skills related to leadership by influence across the organisation.</p>	<p>.</p> <p>Detailed knowledge and understanding of higher education/university market, including key market drivers, regulatory framework, competitive threats and emerging trends.</p> <p>Knowledge of UKVI and related legislation and rules affecting international admissions and international student recruitment.</p> <p>Understanding of international higher education market.</p> <p>Sales skills.</p> <p>Bid writing skills.</p> <p>Tender writing skills.</p> <p>Understanding of UK consumer legislation/Competition and Markets Authority (CMA) rules.</p>

	<p>Problem-solving skills.</p> <p>Good time management skills.</p> <p>Attention to detail.</p>	
<b>Experience</b>	<p>High-level experience in marketing, recruitment or communications.</p> <p>Designing and achieving/working to and achieving relevant high-level targets.</p> <p>Experience of bringing people together and ensuring success for projects.</p> <p>Experience of project/change management.</p> <p>Experience of managing and coordinating resources, including the management of staff.</p> <p>Demonstrable experience of working with creative, innovative and regulatory processes.</p> <p>Experience of implementing and monitoring strategic marketing or recruitment plans and monitoring relevant service level agreements and KPIs.</p> <p>Experience of building and sustaining internal and external relationships.</p>	<p>Previous experience in an HE or FE environment.</p> <p>Innovative practice regarding strategic marketing, recruitment and communications, and strategic use of related analytics and data.</p> <p>Experience of designing detailed student recruitment targets and forecasts, and of leadership in achieving and exceeding these.</p> <p>Chairing meetings.</p> <p>Involvement with national/sector bodies or professional networks, or with international agencies.</p>
<b>Personal Attributes</b>	<p>Credibility as a strategic marketer-communicator-leader.</p> <p>Self-starter and able to work with initiative; a 'can-do' attitude.</p> <p>Proactive, innovative and creative.</p> <p>Professional and diplomatic at all times – trustworthy and discreet when handling confidential information.</p> <p>Excellent leadership and motivational skills with a strong team building focus.</p>	

	Self-motivated. Strong continuous professional development orientation. Effective team player.	
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