

Job Description

Position:	Faculty Recruitment Manager (assigned to one of three faculties to be determined)
School/Service:	Division of Marketing, Recruitment & Admissions
Reference:	MRA-047/P
Grade:	Grade 7
Status:	Full-Time, Fixed-Term (Maternity Cover to commence approx. April 2023 for a period of 12 months or the return of the post holder, whichever is the earliest)
Hours:	36.25 hours per week
Reporting to:	Director, Division of Marketing, Recruitment & Admissions

Main Function of the Position:

These roles will be assigned to either the Faculty of Health and Wellbeing, Faculty of Professional Studies or Faculty of Engineering and Creative Technologies (which includes the School of Art) with responsibility for the development and delivery of an efficient and effective faculty recruitment and conversion strategy.

The role will have oversight of all faculty and school recruitment activity including school liaison and outreach, recruitment and conversion events, partnership agreements and all other aspects of the marketing and promotional mix.

The role will develop and implement a structured sales and lead generation process for the faculty using CRM/HubSpot system and oversee the applicant journey for all of the faculty's applicants. This role will be responsible for personal one-to-one contact with enquirers and applicants throughout the recruitment cycle and liaise closely with programme leaders to deliver effective conversion strategies and tactics.

The role will be the subject level expert for the faculty within the Recruitment and Admissions team and be called upon to identify, investigate and resolve issues collaboratively with the faculty.

Working as part of the Division of Marketing, Recruitment & Admissions, the role holder will also be accountable to the Dean of the relevant faculty. This role is a senior position within the department and will have accountability for delivering the faculty's recruitment targets.

Principal Duties and Responsibilities:

1. Lead and manage the development and delivery of the faculty's student recruitment and conversion strategy and plans in accordance with the university's overall recruitment strategy. Implement bespoke recruitment marketing plans for the faculty and its schools.
2. Make a significant contribution to the university's overall recruitment strategy and ensure that the faculty's needs are represented.

3. Ensure that the faculty's recruitment priorities are successfully incorporated into the plans and are achieved including managing recruitment targets (including recruitment of overseas students), supporting the promotion of new courses, showcasing 'platinum' courses.
4. Build highly trusted and effective relationships with Deans, Heads of School and Programme Leaders and attend faculty and school staff meetings to update on plans and progress.
5. Provide expert advice and guidance on recruitment and conversion matters to the faculty and schools and develop and deliver training to academic colleagues whom are integral to support the delivery of your objectives.
6. Work closely and collaboratively with the relevant faculty and its schools and lead in the presentation and promotion of the faculty's courses to its target audiences, building awareness and understanding and generating a pipeline for future recruitment.
7. Lead on the faculty's schools and college liaison and enrichment activity, coordinating and overseeing the work of academic colleagues and building relationships with teachers and stakeholders in feeder institutions.
8. Work to agree progression partnerships at faculty level with key feeder institutions and ensuring that the faculty meets its obligations under such agreements.
9. Support the university in successfully delivering its access and participation plan for OfS especially delivering access initiative and interventions at Faculty level.
10. Have a detailed understanding of the faculty's academic portfolio, entry requirements and pre-requisites and have the ability to make recruitment decisions as agreed with the Dean and Heads of School
11. Develop and implement a one-to-one sales structure and associated processes to manage the applicant journey using the CRM system:
12. Maintain contact and engage with all applicants to the faculty throughout the recruitment cycle and recording in CRM.
13. Undertake personal one-to-one activities with offer holders providing programme leaders with guidance on how to support these activities
14. Personally follow-up on enquires to build a pipeline of potential applicants.
15. With other Faculty Recruitment Managers, develop a "lead scoring" system within CRM to categorise, prioritise enquirers, applicants, and offer holders.
16. Ensure that programme leaders are kept up-to-date on their applicants 'lead score' and recommend additional contact where appropriate
17. Responsible for the overall organisation and efficient running of School open days/evening, showcase and taster days, offer holder event and representation at relevant industry trade fairs. (with relevant faculty colleagues).

18. Provide marketing intelligence and competitor analysis to the faculty and schools and ensure that this influences the faculty recruitment strategy and future plans and developments in the portfolio. Advise the faculty of market opportunities and threats and present evidence to inform Programmes Committee in its decisions.
19. Liaise with and leverage the resources of the wider student recruitment team, admissions team, international recruitment team and marketing services agency in delivering the faculty strategy and plans
20. Support the wider student recruitment team at university open days, UCAS exhibitions and other events, acting as the 'faculty specialist'. Support the team where necessary at university level recruitment and outreach activity.
21. Provide advice and guidance to the wider team and to the university's marketing services agency on appropriate marketing channels, media and events specific to the faculty and its subject areas.
22. Work the faculty and schools to identify, investigate and resolve recruitment and admissions issues, application blockages and to support the admissions process for the faculty particularly at peak periods.
23. Provide detailed ongoing reports to management and the faculty which monitor progress and provide a real-time picture of the recruitment situation throughout the cycle.
24. Participate in external marketing/recruitment and subject level networks to keep abreast of sector and faculty specific developments, and to represent the university at external conferences and similar.
25. Support the department and marketing services agency in curating marketing content from the faculty and schools to support digital content marketing, social media and conversion communications and ensuring that the wider team are aware of activities within the faculty.
26. Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements
27. Ensure a safe working environment and abide by University health and safety policies and practices and to observe the University's Equal Opportunities policy and Dignity at Work policy at all times.
28. Awareness of environmental and sustainability issues and a commitment to the University's associated strategy with respect to the performance / delivery of key responsibilities of the role.

Please note that this is an evolving role with an essential requirement to travel and attend events external to the University in support of University business, which may be required outside normal working hours during evenings and weekends. The University will ensure an appropriate working and non-working balance to recognise this working pattern. Due to the nature of the service, annual leave restrictions are in place during August and September each year.

Note:

This is a description of the position requirements as it is presently constituted. It is the University's practice to periodically review job descriptions to ensure that they accurately reflect the position requirements to be performed and if necessary update to incorporate changes where appropriate. The review process will be conducted by the relevant manager in consultation with the post holder.

Please note that this appointment is subject to Enhanced Disclosure and Barring Clearance.

Person Specification

Position:	Faculty Recruitment Manager	Reference:	MRA-047/P
School/Service:	Division of Marketing, Recruitment and Admissions	Priority	
Criteria		(1/2)	Method of Assessment
1 Qualifications			
1 a)	Honours degree in relevant subject area or equivalent level experience/qualification	1	Application Form / Documentation
1 b)	Postgraduate or professional marketing qualification in related discipline or equivalent level experience/qualification	1	Application Form / Documentation
2 Skills / Knowledge			
2 a)	Ability to proactively build and maintain high-level relationships through effective influencing and negotiation skills	1	Application Form / Interview
2 b)	Ability to manage a multi-stream function in a fast-paced environment with responsibility for own priorities	1	Application Form / Interview
2 c)	Ability to succinctly interpret management information and external data and to take action to influence strategy and tactics	1	Application Form / Interview
2 d)	Understanding of the admissions process and environment for student recruitment	1	Application Form / Interview
2 e)	Understanding of sales channels and performance metrics in a student recruitment context	1	Application Form / Interview / Assessment
2 f)	Highly developed interpersonal, verbal and written communication skills	1	Application Form / Interview / Assessment
2 g)	Credible knowledge and understanding of current and future environments in student recruitment and development	1	Application Form / Interview / Assessment
2 h)	Ability to successfully engage colleagues internally in the pursuit of student recruitment objectives	1	Application Form / Interview / Assessment
2 i)	Ability to represent the University and department and faculty internally and externally at an appropriately senior level	1	Application Form / Interview
2 j)	Ability to explore internal customer's needs, adapt the service and set customer expectations	1	Application Form / Interview
3 Experience			
3 a)	Previous management experience in student recruitment, marketing and/or sales in a Higher Education environment	1	Application Form / Interview
3 b)	Proven credible experience in developing and maintaining relationships with schools, colleges and stakeholders	1	Application Form / Interview
3 c)	Experience and ability to set own objectives and priorities and to work under pressure	1	Application Form / Interview
3 d)	Experience in developing new processes	2	Application Form / Interview
3 e)	Experience of using CRM software in a student recruitment environment to manage the applicant journey	2	Application Form / Interview

Position:	Faculty Recruitment Manager	Reference:	SRA-053/P
School/Service:	Division of Marketing, Recruitment and Admissions	Priority	
Criteria		(1/2)	Method of Assessment
4 Personal Qualities			
4 a)	Awareness of the requirements associated with operating within a customer service environment	1	Interview
4 b)	Commitment to continuous improvement and creative ways of working	1	Interview
4 c)	Strategic thinker and ability to identify and solve cross-functional issues	1	Interview
4 d)	Strong project management skills	1	Interview
4 e)	Knowledge and understanding of trends and patterns and their impact on student recruitment	1	Interview
4 f)	Knowledge, understanding and sensitivity to students from a range of social and cultural backgrounds	1	Interview
4 g)	Personable, approachable with ability to vary tone and approach according to audience	1	Interview
5 Other			
5 a)	Full clean UK driving license	1	Application Form / Documentation
5 b)	Willing to undertake staff development, which may take place outside the University	1	Interview
5 c)	Awareness of the principles of the Data Protection Act, Health and Safety, Freedom of Information Act, Prevent, and Bribery Act	1	Interview
5 d)	Commitment to the University's policy on equal opportunities and diversity	1	Interview
5 e)	Available to work flexibly and undertake travel in order to meet the needs of the role and service	1	Interview

Note:

1. **Priority 1** indicates **essential** criterion – an applicant would be unsuccessful if unable to satisfy all Priority 1 criterion.
2. **Priority 2** indicates **desirable** criterion - applicants failing to satisfy a number of these are unlikely to be successful.
3. It is the responsibility of the employee to ensure any professional accreditation/membership remains current