

JOB DESCRIPTION
Head of UK Student Recruitment, Global Recruitment Office
Vacancy Ref: A2955

Job Title: Head of UK Student Recruitment	Present Grade: 8
Department/College: Global Recruitment Office	
Directly responsible to: Head of Global Recruitment Office	
Supervisory responsibility for: UK Student Recruitment Operations Manager, Schools Engagement Manager	
<p>Other contacts</p> <p>Internal: Global Recruitment Office, RAID Senior Management, Marketing and Communications, Admissions, Faculty Associate Deans, Faculty Recruitment and Marketing staff, Admissions Tutors, Programme Directors and all other professional services.</p> <p>External: UK Schools and Colleges, School pupils, their teachers and key influencers. Enquirers, Applicants, Alumni and service providers. HE professional networks and funding bodies.</p>	
<p>Major Duties:</p> <ul style="list-style-type: none"> • Develop, implement and evaluate strategic operating plans for UK markets that delivers against the University's strategic priorities, focusing on both undergraduate and postgraduate recruitment activity. • Produce and evaluate annual work plans for UK recruitment activities to realise the objectives of the team and the strategic direction of the University. • Distribute responsibility for implementing and delivering recruitment plans amongst the team. • Develop and lead an enhanced programme of targeted Schools and Colleges liaison activity to increase the number of high-quality undergraduate applicants in the UK. • Agree a schedule of recruitment events and activities based on market research, previous performance and strategic priorities. • To ensure high quality information, advice and guidance to prospective students and key influencers to support student decision making. • Work with colleagues across RAID and Communications and Marketing to ensure the development and maintenance of both online and offline resources (i.e. web pages). • Monitor, evaluate and report on trends and developments across priority and merging markets to inform recruitment strategies and development opportunities. • Provide expert advice and guidance to academic and professional services colleagues in areas of student recruitment and market development. • Establish and maintain mutually beneficial working relationships with key stakeholders externally such as University partners, agents, sponsors, and potential strategic partners. • Monitor and review relationships with external agencies and suppliers, negotiating contacts and ensuring that the University secures a return on investment. • Champion business process improvements where this may improve efficiency and contribute to delivering the University's strategic priorities. • Ensuring budgets are effectively deployed and monitored to ensure a good return on investment. • To provide management and direction for the team so that recruitment and conversion activities are developed and delivered effectively. • Be responsible for the training, development and ongoing management of staff within the team, including setting objectives and targets, and monitoring performance (utilising relevant policies and procedures as required). • Take a lead role as the subject matter expert in developing exemplary customer service standards and strategies in the delivery of activities and interaction with both internal and external contacts. 	

- To be a key member of the Global Recruitment Office senior team.
- Represent the team on working groups, project teams and committees as required.
- Deputise for the Head of Global Recruitment as required.