**JOB DESCRIPTION**

**Head of UK Student Recruitment, Global Recruitment Office**

**Vacancy Ref: A2955**

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Head of UK Student Recruitment</th>
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<tbody>
<tr>
<td><strong>Present Grade:</strong></td>
<td>8</td>
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</table>

**Department/College:** Global Recruitment Office

**Directly responsible to:** Head of Global Recruitment Office

**Supervisory responsibility for:** UK Student Recruitment Operations Manager, Schools Engagement Manager

**Other contacts**

**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.

**External:** UK Schools and Colleges, School pupils, their teachers and key influencers. Enquirers, Applicants, Alumni and service providers. HE professional networks and funding bodies.

**Major Duties:**

- 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.