ROLE DESCRIPTION AND PERSON SPECIFICATION
PROFESSIONAL AND ADMINISTRATIVE STAFF

Role Title: Head of Student Recruitment Marketing

Service: Student Recruitment & Success:
Student Recruitment Marketing Team

Pay Band: F

Reports to: Chief Operating Officer

Purpose of Role:

The Head of Student Recruitment Marketing is responsible for leading, delivering and developing Ravensbourne University London's student recruitment strategy, implementing effective marketing strategies to meet the University's recruitment needs and leading and managing the team responsible for end to end recruitment.

The role will provide effective leadership and development of the University's student recruitment function, managing the team in prospecting, partnering and in the national and international take-to-market campaigning of the University in a highly targeted and data-evidenced manner.

This key leadership role is responsible for the development, implementation and delivery of marketing and recruitment campaigning to ensure the seamless delivery of marketing campaigns. Managing and executing insight driven, integrated, innovative and effective marketing and campaigns via multiple channels toensure t they are delivered within budget, on time and achieve agreed key performance indicators (KPIs).

The Head of Student Recruitment Marketing is also responsible for leading the University's progression partnerships and managing the recruitment agent network, using sales and marketing tools in conjunction with the Communications and Content team whilst utilising the underpinning customer relationship management (CRM) system to drive application and conversion to enrolment.

Role Responsibilities:

- Lead on the development and delivery of a comprehensive and effective student recruitment marketing strategy, working closely with the Chief Operating Officer and related marketing stakeholders.

- Lead on all aspects of UK and overseas recruitment, developing strategies to enhance the quality and quantity of student intake.

- Act as the institutional authority on UK and overseas student recruitment and marketing matters.

- Develop a proactive, targeted and data-driven approach to student recruitment.

- Strategically lead the planning and delivery of the annual recruitment calendar of student recruitment activities in the UK and overseas.

- Oversee the planning and delivery of the university's progression activities to ensure that optimal relationship management with feeder schools and institutions is achieved.

- Strategically lead the development of the university's student ambassador scheme.

- Manage the University's media buying and conduct regular review meetings to ensure the University receives a high quality provision in terms of service and media solutions.

- Support corporate and academic planning through leading market research and analysis.

- Work closely with the Head of Admissions and Head of Communication and Content to ensurie a cohesive and coordinated approach to student recruitment.

- Proactively lead and manage the recruitment team ensuring staff are working to achieve institutional goals and recruitment targets

- Manage the development and delivery of all aspects of student recruitment, using market intelligence to make and inform strategic decisions.

- Lead the delivery of the annual calendar of recruitment events, including open days, working with colleagues from across the university.

- Oversee delivery of intelligence led, innovative and operationally effective regional operational plans campaigns which deliver against Ravensbourne's ambitious student recruitment targets.

- Manage the team's annual budget and ensure that all recruitment activities and projects are appropriately planned and delivered to stay within defined budgets and value for money is achieved.

- Work with the admissions and marketing teams to develop and deliver effective conversion plans to meet annual recruitment targets.

- Provide high quality analysis of the performance of recruitment and outreach activities to inform future planning.

- Work closely with colleagues in academic departments, and other professional services teams to ensure consistency, coherence and collaboration in recruitment and outreach efforts across the institution

- Strategically lead the management of the network of agents who recruit students to the University, ensuring their performance is monitored and effectively managed to support the achievement of annual recruitment targets.

- Develop and sustain collaborative relationships with key external stakeholders e.g. sponsors, agents, foreign embassies, University alumni, British Council, government departments and NGOs

- Keep up to date and compliant with government and international initiatives and changes that impact on student recruitment particularly international students.

- Undertake significant periods of UK and overseas travel to deliver recruitment and engagement activities.

- To act as an ambassador during Open Days and Marketing and Student Recruitment events on behalf of the University, both within the UK and Overseas when required.

Other

- Demonstrate an understanding of Ravensbourne's values, culture and educational ethos and promote these through everyday practice in the role.

- Work within Ravensbourne's Code of Conduct and other Rules.

- Comply with all legislative, regulatory and policy requirements (e.g. Finance, HR) as appropriate.

- Carry out the policies, procedures and practices of Health & Safety in all aspects of the role

- Demonstrate value and importance of equality and diversity in every aspect of Ravensbourne's work, and show commitment through everyday practice in the role

- Work in accordance with, and promote Ravensbourne's environmental sustainability policy and practices.

- Works continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate.

- Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.

- Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne's objectives achieved.

Key working relationships:

- Chief Operating Officer
- Executive Team
- Heads of Professional Services
- Heads of Academic Departments
- Head of Admissions
- Head of Communication and Content

Resources Managed

Budgets:
- Student Recruitment Marketing *(quantify if possible?)*
- Scholarships *(quantify if possible?)*

Staff:
- Student Recruitment Marketing Team (UK & EU Recruitment Manager, International Development Manager, Partnerships & Engagement Manager, CRM Systems Officer and Enquiries Officer roles).

Person Specification (Knowledge, Skills and Behaviours)

	Essential	Desirable
Core Personal Skills **Minimum Qualification Required:** Educated to degree or equivalent qualification at Higher Education level in a related discipline consummate with the nature of the role.	✓	✓
Professional Memberships: Qualification from a professional associations, chartered bodies or relevant subject associations, preferably with professional membership	✓	✓
Customer focus and service Understands the relationship between provider and customer, and the expectations of the recipient of a service. Is able to identify all such relationships in which they are involved, and with an attitude of mind that places the needs of the customer first, provides a service that fully satisfies them.	✓✓	
Enterprise and support for Income generation Understands the critical importance of income generation, in particular from student recruitment, and is alert to the opportunities for increasing income from existing or new sources, taking action as necessary.	✓	
Team working Works collaboratively and harmoniously within the team and more widely with all significant others to get the job done, to the satisfaction of all those involved.	✓	
Communicating and relating to others Communicates clearly orally and in writing, and in relating to others builds and maintains effective relationships openly and honestly, using every medium appropriately and with consideration for the audience, so that the messages (both ways) are understood and able to be acted upon.	✓	
Organising work Organises work for optimum effectiveness, using all the resources, tools and methods available, so that the objectives of the role, team and organisation are met.	✓	

	Essential	Desirable
Using IT Makes optimum use of appropriate digital technology and IT systems in all aspects of the role, particularly the ability to operate in a Virtual Learning Environment	✓	
Problem solving and decision making Anticipates problems or issues and deals with them creatively and constructively, reaching a rational decision for dealing with the problem or issue; one that is capable of practical implementation	✓	
Future focussed and change-ready Understands their current position in the broader environmental context and is receptive to, and open minded about, change, enabling them to respond positively and creatively to changing circumstances and requirements.	✓	
Numeracy and Statistics Understands, uses and presents numerical information clearly and accurately, according to the requirements of the task in hand.	✓	
Core Leadership and Management Skills **Management and continuous improvement of operational delivery** Leads and manages the operational delivery of a course or service, ensuring that standards are met and delivery continuously improved, to the satisfaction of those who pay for and/or receive the service	✓	
Strategic and Business planning and implementation Leads and manages the identification, articulation and implementation of strategic and/or business plans	✓	
Team leadership and Management Leading and managing team(s) successfully towards specific agreed outcomes in ways that engage, motivate and develop team members	✓	

	Essential	Desirable
Project Management Leads a Project throughout its life cycle, using the methodology to ensure the Project achieves its agreed purposes.	✓	
Resource Management Ensures that the resources required are available at the right time and in the right place, and appropriately monitored, so that the work can be done effectively and efficiently	✓	
Staff Management Ensures that all staff managed are properly, deployed and developed in their role, and are enabled to make their contribution to the achievement of short and medium term objectives and longer-term organisational success	✓	

	Essential	Desirable
Professional Experience		
Demonstrate extensive marketing and recruitment experience within the Higher Education or other sales and marketing industries primarily relating to younger people.		
Evidence of campaign management, customer relationship management and direct sales experience		
Evidence of a high-level of capability in understanding and utilising data to drive decision making		
Evidence of managing teams both through the line and as part of a matrix management process		
Experience of working with prospects in the UK, EU and overseas through use of agents or development of B2B partnerships to drive recruitment		
Demonstrate a high level of understanding of the student recruitment lifecycle		
Demonstrate a high level of understanding of financial management, systems and processes		
Evidence of strategic planning and campaign development from which objective setting and targets / KPI's have been generated	✓	
Experience of delivering an excellent customer service environment		
Experience of CRM and CMS systems and technologies used for exposition and campaigning to attract new prospects/customers		
Experience of working with Schools, Colleges or Higher Education institutions in the delivery of outreach-based activities		
Capability to communicate using straight forward, inspiring language that is tailored to the audience, using the most appropriate medium.		
Demonstrate an innovative and collaborative approach to solving problems often under pressure		
Experience of working with senior level Academic staff and other stakeholders within education		

	Essential	Desirable
Professional and Administrative knowledge and know–how **Service Knowledge and its application** Maintains, develops and applies comprehensive knowledge of all aspects of the service in ways that are proportional to Ravensbourne's nature, scale and complexity, and keeps that knowledge and its application up to date and relevant	✔	
Professional context Develops and maintains an understanding of how developments in the professional, legal, regulatory and educational contexts impact upon own role specifically, and Ravensbourne more generally	✔	
Professional and Administrative service delivery, systems and processes **Delivering the service** Delivers the service, or that part of it as specified in the role description, to the standards required, and contributes to its continuous improvement	✔	