

**ROLE DESCRIPTION AND PERSON SPECIFICATION
PROFESSIONAL AND ADMINISTRATIVE STAFF**

Role Title: UK Student Recruitment Manager

Service: Student Recruitment & Success

Pay Band: D

Reports to: Head of Student Recruitment Marketing

Purpose of Role:

To be the lead manager implementing recruitment plans to increase applications from the university's UK target regions through planned activities on a regional and national basis.

To provide the interface between Ravensbourne University London and its key audiences: potential students, influencers and external partners and contacts through the organisation and delivery of recruitment activities across the UK.

Further, to support the Head of Student Recruitment Marketing and Progression Manager to liaise with internal audiences to maximise progression from foundation or undergraduate programmes. To accurately convey the recruitment challenge to a range of internal stakeholders in conjunction with other managers within the Student Recruitment Marketing team.

To participate actively as a lead member of the Student Recruitment Marketing team, travelling where necessary as a leading advocate at recruitment fairs.

To measure and analyse performance of marketing activities using CRM data.

Role Responsibilities:

- Develop and implement annual recruitment plans for the assigned regions to meet the objectives of the university's growth strategy for FE, UG & PG.
- To manage, develop and support the UK Student Recruitment Officers.
- To manage the budget aligned to the UK recruitment team, providing regular reports to the Head of Student Recruitment Marketing.
- To work in conjunction with the Progression Manager to identify UK feeder schools for progression.
- To plan and implement an annual calendar of academic visits to target regions to deliver presentations, workshops, conduct portfolio reviews and meetings with key stakeholders.

- In conjunction with the Progression Manager, develop and maintain relationships with an effective network of contacts in schools, further education and other learning environments, partner institutions and other stakeholders to support recruitment activities.
- Represent Ravensbourne at recruitment fairs and other events across the UK, and lead the UK Recruitment team, and wider Student Recruitment Marketing team to do so.
- Provide support to the department in the delivery of high quality campus and online recruitment events, ranging from school visits, counsellor days, conversion events, virtual open days and webinars.
- Act as the contact for allocated key partnership activities, identifying partnership and validation opportunities and liaising with relevant academic and professional services departments.
- Undertakes/co-ordinates market research and competitor analysis, in the context of student recruitment, as required.
- Support the delivery of the University's internal progression strategy.
- Support the development and delivery of the University's conversion strategy.
- Act as a source of information, knowledge and advice, providing high quality up to date market intelligence to support student recruitment.
- Provide initial admissions advice to prospective students and current applicants, on courses and facilities, admissions requirements, course-specific entry criteria, tuition fees, scholarships and any other issues relating to admissions and liaise with colleagues in admissions, academic schools and registry as appropriate.
- Proactively develop and maintain relationships with alumni, schools, universities and funding agencies.
- Work co-operatively and flexibly within the Student Recruitment Marketing team and wider university departments.

Other

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

- Head of Student Recruitment Marketing
- Head of Communications & Content
- Head of Admissions
- International Student Recruitment Manager
- Progression Manager
- Senior Events Manager
- Programme Directors
- Course Leaders

Resources Managed

Budgets:

- UK Recruitment Team

Staff:

- UK Recruitment Officers

Person Specification (Knowledge, Skills and Behaviours)

	Essential	Desirable
<u>Core Personal Skills</u>		
Minimum Qualification Required: Educated to degree or equivalent qualification at Higher Education level in a related discipline commensurate 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.	✓	

	Essential	Desirable
<p>Organising work</p> <p>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.</p>	✓	
<p>Using IT</p> <p>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</p>	✓	
<p>Problem solving and decision making</p> <p>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</p>	✓	
<p>Future focussed and change-ready</p> <p>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.</p>	✓	
<p>Numeracy and Statistics</p> <p>Understands, uses and presents numerical information clearly and accurately, according to the requirements of the task in hand.</p>	✓	
<p>Core Leadership and Management Skills</p> <p>Management and continuous improvement of operational delivery</p> <p>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</p>	✓	
<p>Strategic and Business planning and implementation</p> <p>Leads and manages the identification, articulation and implementation of strategic and/or business plans</p>	✓	

	Essential	Desirable
<p>Team leadership and Management</p> <p>Leading and managing team(s) successfully towards specific agreed outcomes in ways that engage, motivate and develop team members</p>	✓	
<p>Project Management</p> <p>Leads a Project throughout its life cycle, using the methodology to ensure the Project achieves its agreed purposes.</p>	✓	
<p>Resource Management</p> <p>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</p>	✓	
<p>Staff Management</p> <p>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</p>	✓	
<p><u>Professional and Administrative knowledge and know-how</u></p> <p>Service Knowledge and its application</p> <p>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</p>	✓	
<p>Professional context</p> <p>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</p>	✓	

	Essential	Desirable
<p><u>Professional and Administrative service delivery, systems and processes</u></p> <p>Delivering the service</p> <p>Delivers the service, or that part of it as specified in the role description, to the standards required, and contributes to its continuous improvement</p>	✓	