



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Head of Student Recruitment and Marketing
<b>REPORTS TO:</b>	Chief Operating Officer
<b>DEPARTMENT:</b>	Student Recruitment and Marketing
<b>GRADE:</b>	VII

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## ROLE SPECIFIC INFORMATION AND CHALLENGES

This new post brings together a number of University services directed at UK student recruitment. These encompass marketing, events, schools engagement and access and participation. With distinct focus on student recruitment the postholder will have overall responsibility for meeting University targets on admissions, and contributing to the high profile and reputation of Arts University Bournemouth.

Reporting to the Chief Operating Officer, the Head of Student Recruitment and Marketing will be a member of the University Leadership Team (ULT) and expected to work collaboratively and as a team player to implement the University's strategic aims and key enablers. The Head will provide exceptional leadership and hold accountability for the delivery of key targets as required by the strategic framework and, in doing so, will build on the current success and reputation of AUB. The postholder will be entrepreneurial in approach and responsive to the strategic imperatives of the current HE sector.

The post has a broad remit and includes recruitment to undergraduate, preparation to HE and postgraduate courses. As Head of Student Recruitment they will also oversee and lead the university's outreach strategy to achieve access and participation targets set by the Office for Students. The postholder will also lead a dynamic Marketing team overseeing advertising, marketing, public relations and digital communications as well as brand development and internal communications. They will ensure that marketing activity supports the international recruitment and reputation of the university and, where resource is available, Marketing also support the activities of the student shows and performances. The postholder will also supervise the schools and outreach programme coordinating schools activity by all university staff. The integrated functions of the post will guarantee that all outward facing activity is sufficiently cohesive to achieve the mission and vision of the University.

The post requires candidates with established experience in Marketing and Recruitment, with good PR skills and able to collaborate with Deans and other Heads in delivering exceptional performance consistent with this TEF 'Gold' rated institution. As a member of the University Leadership Team, the postholder will have an ambassadorial role both in terms of internal leadership of the Department and with associated external facing responsibilities. The postholder will have a strong personal commitment to higher education and the values, aims and objectives of the University, and will regulate their personal conduct in relation to the University embracing integrity, objectivity, accountability, openness, honesty and leadership, and maintain confidentiality as appropriate.

The postholder will need to demonstrate a clear oversight of AUB priorities balancing conflicting demands with limited resources. Excellent leadership and management skills are essential for the leadership and coordination of cross-functional teams, building coalitions to deliver against objectives and deliver high quality services; as well as effective management of time to ensure that all University-critical issues are dealt with promptly. The postholder

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will need to establish and maintain effective lines of communication with ULT to ensure relevant services are delivered at high levels of quality.

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### **SUMMARY RESPONSIBILITIES**

- To lead and manage UK student recruitment to the AUB offer.
  - To lead and manage the department of Student Recruitment and Marketing, comprising: Marketing and Communications, Events, Schools Liaison, Alumni and Widening Participation; ensuring all outward facing activity is united in achieving the mission and vision of the University.
  - To be a member of the University Leadership Team.
  - To lead and develop AUB's profile and reputation within the context of the mission, vision and values of the University.
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### **UNIVERSITY LEADERSHIP TEAM (ULT) RESPONSIBILITIES AND FORMAT**

AUB is a centrally driven institution, which is guided by a strategic framework. The framework enables choices and priorities determined by the ULT, to ensure the effective delivery of the academic agenda, expressed as seven academic themes in the strategy document. The delivery of the AUB strategy requires exceptional leadership, management, enthusiasm and commitment to achieving excellence. To enable this two senior executive committees operate.

The first being the Vice Chancellor's Group (VCG) which includes the Principal and Vice Chancellor, Deputy Vice Chancellor and Chief Operating Officer and will have responsibility for overall strategic management and final decision-making. The second, the University Leadership Team, including the VCG, will have operational responsibilities across a range of key academic and professional service functions and report into and out of the VCG to enable collective input into decision-making and action. Both meetings are chaired by the Principal and Vice Chancellor.

All ULT members will support and work towards implementing the three key aims of the strategy:

- To be the leading professional arts university that enriches and engages through creative and professional excellence
- To be dedicated to access and success in creative education
- To be a distinctive arts university held in high esteem for creative education and leadership

ULT post holders are expected to work collaboratively in the delivery of these aims. Whilst a job description and post indicates the main areas of work, they are not isolated from other post holders and a requirement of collaborative working to achieve high levels of success is an expectation.

ULT members will be expected to play an active role in the academic and executive committees of the university, either as Chair/Deputy Chair or member.

Students are at the heart of AUB, regardless of mode of study or type of course and as such, ULT members are expected to work with this in mind in developing academic and commercial responses within our community. Student experience runs through all the university's aims,

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and links the student from first engagement and enrolment through to graduation and becoming a member of the AUB alumni.

ULT members will be accountable collectively and individually for the university's agreed targets as annualised from the strategic framework and will be expected to hold their teams equally accountable for excellent performance, and to mitigate where possible under or poor performance. In this regard, the focus on the three key enablers is paramount in managing teams; Staffing, Effectiveness and Sustainability.

### DETAILED DELIVERABLES

Specialist:

- To promote, monitor, analyse and report on the effectiveness of student recruitment to meet institutional strategic aims.
- To raise the University's profile through continued and innovative media profiling, public and press relations, promotional events and materials, including through the management of the website and social media development.
- To lead on AUB's marketing, PR and advertising strategies.
- To develop the annual student recruitment plan in accordance with the University's strategic framework.
- To develop integrated communications messages from start to end of the student recruitment cycle.
- To hold institutional responsibility for corporate marketing to support recruitment to the offer and to enhance the brand and profile.
- To hold institutional responsibility for internal and external communications, PR, in support of the strategy plan; developing consistency and quality in the key messages for internal and external audiences and stakeholders and with all marketing assets.
- To plan and manage the annual budget for UK recruitment and marketing including agency contracts.
- To develop and lead AUB's outreach strategy and coordinate school and college engagement from across the University
- Through the effective use of data to target recruitment activity and report on measures of performance.
- To ensure the integration of all courses in the recruitment and marketing activity in collaboration with Deans and other Heads.
- To promote innovation in student recruitment and to be an exemplar in the sector.
- To advise the ULT on matters of brand management, marketing, PR, events and promotions, including competitor performance, to enhance the profile of the University and meet recruitment targets.
- To advise on matters relating to international marketing.
- To lead and advise on matters of widening participation and the University's access agreement.

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| Customer/Teamwork:                    | <ul style="list-style-type: none"><li>• To form effective working relationships and collaboration with academic staff for the promotion of the brand, marketing activity and event management.</li><li>• To oversee effective working relationships and collaboration with external agencies, partners and schools.</li><li>• To form effective working relationships and collaboration with marketing, PR and communications agencies and partners.</li><li>• To form effective working relationships and collaboration with internal stakeholders, including the students' union, in the delivery of marketing and promotional activity, brand management, PR and communications.</li><li>• To be a member of the ULT.</li><li>• To chair the Student Recruitment Working Group.</li></ul>  |
| Planning & Organisation:              | <ul style="list-style-type: none"><li>• To lead and manage Marketing, PR, Communications, including School Liaison and Alumni in support of enhancing the University's profile and the recruitment pipeline.</li><li>• To oversee the planning and management of University events and promotions in support of raising the University's profile and the recruitment pipeline, e.g. Graduation ceremonies, Gallery, museum, exhibitions, AUB productions and open days.</li><li>• To oversee the organisation and production of cohesive marketing materials to promote an all-through offer, while being sensitive to different target audiences and the University's equalities strategy.</li><li>• To ensure that effective policy, procedures and processes are in place in relation to all key areas of work, aligned to institutional strategy, measuring performance, including oversight of effective risk management.</li></ul>  |
| Resource Planning & Staff Management: | <ul style="list-style-type: none"><li>• To have line management responsibility for the Department's services and functions providing overall leadership of all staff within the Department and encourage effective working and relationships between teams.</li><li>• To hold responsibility for the effective organisation, deployment and performance of all staff in the Department and to foster and facilitate a supportive environment for staff development.</li><li>• To hold overall responsibility for welfare of staff in the Department drawing on specialist advice and support as required.</li><li>• To lead or delegate the development and implementation of major projects, policies and initiatives that impact across the Department and to support the achievement of project objectives.</li><li>• To ensure the effective deployment of human, financial and physical resources within the Department to support the achievement of University strategic plans.</li><li>• To ensure the management and administration of the Department's financial planning, allocation and expenditure, monitoring and budgetary control within the University's financial regulations, policies and procedures.</li><li>• To lead the University's Student Recruitment Working Group.</li><li>• To coach and support members of ULT with media relations, communications and formal University policies and procedures as required.</li></ul> |
| General:                              | <ul style="list-style-type: none"><li>• To ensure compliance with, and awareness of responsibilities relating to AUB policies and procedures during employment at the AUB and in carrying out the duties of the post, including health and safety, equality and diversity.</li><li>• To undertake any other duties as may reasonably be requested at any time.</li></ul>  |
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## ORGANISATION CHART

