



PERSON SPECIFICATION

JOB TITLE: Head of Student Recruitment and Marketing

KNOWLEDGE	Essential / Desirable
Awareness of key challenges within the Higher Education sector and as it relates to HE compliance, public sector duty, funding and income generation, the student experience and student recruitment	ESSENTIAL
Awareness and empathy of the core business of AUB, including strategic priorities, the student experience (attraction and retention), sustainability, contributing to institutional strategy, brand and profile, and measuring performance	ESSENTIAL
Understanding of the key deliverables of the job, e.g. brand and profile management, communications and promotions; the student experience (attraction and retention for an all-though offer), compliance and committees, responsibilities as part of ULT	ESSENTIAL
Demonstration of specialist knowledge required for job.	ESSENTIAL
SKILLS	Essential / Desirable
Strong and effective leadership and management skills building effective teams to deliver university strategic aims	ESSENTIAL
Ability to manage and influence the work of a team, including coaching and supporting teams with their roles and responsibilities to achieve stated objectives.	ESSENTIAL
Excellent and influential communication skills, both verbal and written, including the preparation of formal, legal, press, promotional and marketing correspondence and documents and materials; leading on the AUB tone of voice, brand, logos, advertising and profile	ESSENTIAL
Excellent administrative and organisational skills, including efficient and effective record and data management, marketing and event management, course delivery	ESSENTIAL
Excellent MS Office skills – word, excel, outlook in order to produce sophisticated communications and guidance, presentations, reporting and analysis, university marketing and promotional materials, policy and procedures	ESSENTIAL
EXPERIENCE	Essential / Desirable
Excellent track record in Recruitment and Marketing with a demonstrable knowledge of the sector.	ESSENTIAL
Experience of managing and leading staff	ESSENTIAL
Experience of working within higher education, and / or third and public sector organisation	DESIRABLE
QUALIFICATIONS	Essential / Desirable
Post Graduate qualification in relevant subject or equivalent experience.	DESIRABLE
Degree level qualification or equivalent qualification or experience	ESSENTIAL
Subject related qualification or professional membership accreditation or equivalent experience	ESSENTIAL

BEHAVIOURS:

Organisational and sector awareness	Demonstrates a sophisticated level of understanding in these areas in the delivery of duties
Customer Service	Highly positive approach to customer service, looking to exceed expectations wherever possible and proactively forging productive working relationships with colleagues/clients
Initiative and drive	Extremely positive and proactive approach, taking the initiative where necessary/appropriate, with a high level of self motivation in order to complete challenges of the post
Communication and influence	Highly clear and effective communication skills with colleagues (and students, where appropriate) both verbally and in writing, with the ability to influence others as appropriate
Team management	An ability to manage staff and highly effective application of performance management, including the informal and formal resolution of issues.
Flexibility	Successfully adapts to changing internal and external circumstances and environment; positively influencing others and responding to emerging and fluctuating challenges.
Time management	Achieves deadlines and balances workload priorities through the implementation of highly effective planning and organising strategies.
Resource Management	An ability to effectively manage a budget(s) and resources and contribute to discussions regarding current and future resourcing requirements.
Leadership	Inspires and motivates teams to engage with the University's strategic direction and team deliverables. Creates and develops new strategic initiatives to facilitate the growth and development of the University in line with strategic goals. Entrepreneurially minded, action and future orientated to achieve optimum results.
Ambassador	Demonstrates professional conduct in relation to the University in accordance with accepted standards of behaviour in public life (e.g. integrity, accountability, honesty), and as an ambassador for the University while conducting external facing activity.
UMT	An effective member of ULT, a team player working collaboratively to implement the University's strategic aims and key enablers.
Values	Represents and engenders the University's values in the course of duties (Innovative, Collaborative, Connected).