

Role Profile

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| Role Title | Director of Recruitment and Education Partnerships |
| Reporting to | Vice Principal Learner Experience and Business Development |
| Department | Marketing |
| Salary | Up to £50,000 |
| Version Date | October 2020 |

Role Purpose

To be responsible for the day to day leadership, effective management and coordination of the recruitment of learners across all funding streams including a key focus on 16-18 and HE as well as internal progression. This role also includes the leadership and management of the College’s marketing and communication function and the process of the learner journey from application through to enrolment.

The post holder will work with all colleagues across the College (FE, HE and HCUK Training) to implement the College Strategy and support recruitment, marketing, promotional events and communications activities. Ensure outstanding learner and customer services, whilst providing vision and leadership that will enhance and continually improve the learner and customer experience.

This is a college management role within the College’s shared services structure.

Key Responsibilities:

1. To work with Vice Principal Learner Experience and Business Development and other SLT members to produce the College recruitment, marketing and comms strategy to achieve recruitment and budgets targets.
2. To lead on and implement the detailed processes for learner recruitment to meet college budget plans, including all marketing and communication activity; spanning across further and higher education.
3. To lead and develop the leadership and management understanding and capacity of department leads to ensure service standards and service level agreements are achieved for recruitment and enrolment.
4. To work closely with Assistant Principals and Directors to ensure there is a shared understanding of the different markets and there is a collaborative approach to secure high levels of learner recruitment and engagement within the parameters of the learner and customer journey.
5. To work closely with the Director of Funding and Information Services and key curriculum staff eg Assistant Principals, Heads of Depratmnet, to anticipate market trends, track, monitor and report on key stages of applications and enrolments including a clear oversight of risks and opportunities.
6. To ensure there is a clear plan for internal progression including robust entry criteria onto courses and levels.
7. To lead on and regularly review the College’s enrolment process, ensuring the process is well communicated to contributors and service users.
8. To regularly review and monitor the commercial performance of the College including securing opportunities for business development; working closely with curriculum and marketing teams to ensure opportunities are realised and promoted.

9. To lead on communications of the College's core purpose and unique selling points through a clear brand strategy and differentiation of market segments.
10. Oversee the planning and execution of the marketing and PR plan that falls off the strategy, monitoring KPIs and putting evaluation procedures and impact measures in place.
11. To be responsible for setting and evaluating short term and long term PR objectives; including proactively seeking opportunities for raising the College's profile on a local, regional and national level.
12. To work with external agencies and develop relationships with local education providers to enhance recruitment.

Generic Responsibilities

- Represent and promote the College brand values internally and externally; acting as an ambassador for business development and promote innovation on behalf of the College.
- Ensure that the College's internal customers receive an excellent customer service experience in all dealings with the service.
- Deliver your day-to-day duties consistently within the service level agreement.
- Promote the College's learner first ethos, ensuring that the student experience is uppermost in policy implementation.
- Act as a champion for change and improvement and constantly enhancing quality.
- Contribute to the annual quality review of the service and the programme of continuous improvement.
- Actively promote and act, at all times, in accordance with College policies, e.g. Health and Safety, Equal Opportunities, Safeguarding and Data Protection.
- Actively promote and adhere to agreed College values.
- Engage in a leadership role in change management, promoting innovation.
- Contribute to delivering the College's internal communications strategy, playing a supporting role in ensuring that communications are high quality and that our workforce is respected.
- Participate in the College Annual Staff Performance and Development Review (ASPDR) as a reviewer and reviewee.
- Contribute to the development of the Group's Strategic Development Plan.
- Facilitate the achievement of the College's quality objectives including those from external bodies.
- Undertake other reasonable duties commensurate with the level.

Person Specification – Director of Recruitment and Education Partnerships

| | Essential | Desirable | How assessed* |
|--|-----------|-----------|---------------|
| QUALIFICATIONS | | | |
| Qualified to degree level or equivalent professional qualification in marketing or similar discipline. | ✓ | | AF/Cert |
| Level 4/5 Management qualification | | ✓ | AF/Cert |
| KNOWLEDGE AND EXPERIENCE (UP TO DATE/ CURRENT) | | | |
| Successful track record of managing and developing teams to achieve success in a marketing, recruitment or sales environment | ✓ | | AF/IV |
| Proven track record of creativity and innovation through the use of emerging technologies. | ✓ | | AF/IV |
| Knowledge and/or experience of working within education | | ✓ | |
| Experience of managing within a service environment | ✓ | | AF/IV |
| Experience of leading other managers and staff in an target driven environment | | ✓ | AF/IV |
| Knowledge and experience of use of digital platforms and social media to enhance recruitment activities. | ✓ | | AF/IV |
| Knowledge and experience of Higher Education learner support requirements | | ✓ | AF/IV |
| Experience of successful budget management | ✓ | | AF/IV |
| SKILLS AND ABILITIES | | | |
| Strong vision for improving and enhancing the learner experience within an FE environment | ✓ | | AF/IV |
| Good oral and written communication skills | ✓ | | AF/IV |
| Excellent interpersonal and networking skills | ✓ | | AF/IV |
| Good planning and organisation skills | ✓ | | AF/IV |
| Strong team leadership skills and ability to motivate and inspire others to reach organisational goals | ✓ | | AF/IV |
| Good problem solving and decision-making skills | ✓ | | AF/IV |
| Good numerical and verbal reasoning skills | ✓ | | AT |
| Ability to use IT at a level commensurate with job role | ✓ | | AF/IV |
| Able to develop self and others | ✓ | | AF/IV |
| Ability to travel to undertake recruitment activities as part of the role | ✓ | | AF/IV |
| Ability to work flexibly, including evening and weekend work | ✓ | | AF/IV |

*Key to how skills are assessed:

AF = Skill assessed via application form

IV = Skill assessed via interview

AT = Skill assessed via test/work-related task

Cert = Certificate checked at interview