

Role Profile

Role Title	Director of Learner Experience and Recruitment
Reporting To	Vice Principal Learner Experience and Business Development
Department	Marketing
Salary	£50,000
Version Date	February 2020

Role Purpose

To be responsible for the strategic leadership and effective management of the learner experience including enrichment, attendance, work experience, marketing and learner services. Working with all colleagues across the Group to ensure outstanding learner and customer services, whilst providing vision and leadership that will enhance and continually improve the learner and customer experience.

The post holder will work across the Group and across our FE, HE and Commercial business arms. This is a Group management role within the Group's shared services structure.

Key Responsibilities:

- To lead on policy development for learner experience, marketing and customer services; spanning across further and higher education and the Group's work with employers. The policy framework should reflect the Group's core values, individual learner need and lead the efficient delivery of the service.
- To lead and develop direct reports to ensure that all are responsive to all users, enhancing the learner experience and improving the Colleges learner services.
- To lead & oversee the provision of an effective and high quality learner focused service at all times to learners and potential learners through the provision of a comprehensive service relating to all aspects of learner and customer service support and guidance.
- To have a clear grasp on the commercial performance of the Group and a clear understanding of how the marketing function feeds into that
- Focus on bringing to life the Group's brand purpose and the overall learner brand experience
- Work with the Business Intelligence team to understand the market landscape and commercial opportunities and risks, shaping strategies on the back of data and insight
- Steer thorough and insightful processes between internal departments and external agencies to ensure a "right message, right channel" mentality is adapted
- Oversee the planning and execution of the marketing and PR plan that falls off the strategy, monitoring KPIs and putting evaluation procedures in place
- To take overall responsibility for the Marketing functions to deliver coherent recruitment activities and positive customer experience from the point of initial enquiry in support of delivering Group learner recruitment targets

- To be responsible for setting and evaluating short term and long term PR objectives; including proactively seeking opportunities for raising the Group's profile on a local, national and international level and media crisis management
- To be responsible for the planning of the enrolment process
- To maintain a high degree of education sector awareness, a good knowledge of advances and best practice in tactical marketing and an awareness of competitors activities
- To work with external agencies and develop relationships with local education providers
- Develop, implement and evaluate the Group's enrichment strategy which ensures that the high quality learning experience is complemented with high quality pastoral and personal development opportunities
- To provide leadership on departmental projects and events which contribute to the delivery of the Group's business and recovery plan

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 Learner Experience and Recruitment

	Essential	Desirable	How assessed*
QUALIFICATIONS			
Qualified to degree level or equivalent professional qualification	✓		AF/Cert
Cert Ed or PGCE	✓		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	✓		AF/IV
Knowledge and/or experience of managing support services for learners	✓		AF/IV
Knowledge and/or experience of working within education	✓		AF/IV
Experience of managing within a customer service environment	✓		AF/IV
Experience of leading other managers and staff in an education environment		✓	AF/IV
Knowledge of the funding environment for learner support	✓		AF/IV
Understanding of education and the related quality assurance processes	✓		AF/IV
Knowledge and experience of Higher Education learner support requirements		✓	AF/IV
Experience of successful budget management	✓		AF/IV
SKILLS AND ABILITIES			
Strong strategic 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
Understanding of the use of technologies for learning and e-learning		✓	AF/IV
Able to develop self and others	✓		AF/IV
Ability to travel between all of the Group's sites	✓		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

AT = Skill assessed via test/work-related task

IV = Skill assessed via interview

Cert = Certificate checked at interview