Role profile

<table>
<thead>
<tr>
<th>Job title</th>
<th>Associate Director of Student Recruitment (Customer Engagement)</th>
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<tbody>
<tr>
<td>Job family and level</td>
<td>Administrative, Professional and Managerial Level 6</td>
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<tr>
<td>School/Department</td>
<td>External Relations, Registrars</td>
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<tr>
<td>Location</td>
<td>King’s Meadow Campus</td>
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Purpose of role
The role is part of the division of Student Recruitment (in the External Relations Department) which comprises:

- Admissions and Data (centralised for all undergraduate, direct, home and international; data management and recruitment reporting)
- Customer Engagement (events, enquiry management, conversion activity for home and international students)
- Widening Participation (widening participation activities including summer schools and other outreach projects)
- International Student Recruitment (direct recruitment, agent management, foundation programmes and recruitment through university partnerships)

This post reports into the Director of Student Recruitment and is responsible for achieving recruitment targets for home and international students through the delivery of high quality enquiry management and sales activity. You will innovate conversion activities including events, enquiry handling and proactive sales and engagement activities ensuring that these are joined up with other teams across the university to provide a holistic student recruitment experience that delivers against targets and key performance indicators.

The post is responsible for leading the Customer Engagement team and will ensure that the people, processes and systems are aligned with strategy and are in place to develop and enhance the University’s current recruitment activities whilst also preparing the team for future opportunities.

A key part of this role is to drive real change and innovation in an increasingly important area for the University. This involved collaborating with senior leaders, the academic community, students, prospective students and professional services directorates and external agencies.

Main responsibilities
(Primary accountabilities and responsibilities expected to fulfil the role)

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<th>% time per year</th>
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Leadership and Management

- Lead and manage the Customer Engagement team to inspire a new approach in how we work together across the university to deliver our recruitment ambitions focusing in particular on increasing conversion at all stages for home and international students.
- Deputise for the Director of Student Recruitment as required.
- Model and deliver leadership behaviours in line with the principles and philosophy agreed by the senior management team with a particular focus on personal drive, innovation and working on your own initiative.
- Manage the Customer Engagement budgets ensuring value for money, complete transparency of spend and following the University's financial systems and procedures.

### Service Development
- Lead on the ongoing review, development, delivery and evaluation of the activities and services in the Customer Engagement team ensuring that they are conversion-focused and driven by return on investment.
- Ensure the delivery of high quality services to a diverse range of stakeholders including prospective students, their parents, their influencers, external agencies and institutional colleagues to enable the University to meet its recruitment targets.
- Lead the development of new and creative approaches to recruitment events and conversion activities and their integration with other conversion activities, utilising best practice in the approach to sales and conversion from within and outside the Higher Education sector.
- Lead, oversee and develop University recruitment events (ie open days, offer-holder events) to deliver sector leading events that support the achievement of recruitment targets.
- Ensure appropriate resources are in place to deliver the University's recruitment ambitions within the division, utilising existing resources effectively and creatively and working closely with colleagues from other teams, particularly Digital and Marketing.
- Work with the Deputy Director of Student Recruitment (Admissions) to deliver a successful confirmation and clearing.
- Input into and oversee the use and development of IT systems to ensure they meet the team’s requirements and are regularly reviewed and improved.
- Develop and share a range of reports to monitor performance and drive corrective action.
- Identify and implement sector-leading best practice with regard to customer engagement.
- Enhance and drive a student (customer)-focused service culture across the team.

### Strategy
- Lead on the review and development of the University’s customer engagement strategy, policy and associated activities, ensuring current performance and strengths are built upon whilst aligning with institutional recruitment targets.
- Input into and implement recruitment strategies to support the achievement of the University’s strategic objectives and associated recruitment targets and KPIs. Student recruitment strategy should support the University’s five faculties as well as working closely with the Digital and Marketing team in External Relations.
- Support and advise colleagues across the University on the customer engagement strategy and its implementation.

### Engagement
- Proactively engage and collaborate with Faculties, Schools, Professional Services and the Students’ Union to deliver the University’s objectives and foster excellent working relationships.
- Lead on internal communications for the Customer Engagement team (to the team and about the work of the team more broadly) as well as proactively engaging in internal communications for External Relations and the wider University.
- Provide expert customer engagement advice and contribute to the University strategy development and implementation through active membership of major governance groups and committees.

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<th>5</th>
<th>Other Responsibilities</th>
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<td>- Identify resource requirement and write concise and clear business cases which present a compelling case for investment.</td>
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<td>- Ensure high standards of customer service are delivered by the team to external and internal customers.</td>
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<td>- Oversee the development of relevant policies and procedures.</td>
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## Person specification

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>▪ A commitment to deliver of high standards of professional service</td>
<td>▪ Broad understanding of student recruitment strategy and techniques for home and international students</td>
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<td>▪ Exceptional analysis skills with which to monitor and assess student recruitment performance</td>
<td>▪ Understanding of school and college post-16 education and qualifications in the UK and overseas</td>
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<td>▪ Strong planning skills and the ability to balance conflicting deadlines and multiple priorities</td>
<td>▪ Extensive knowledge of the UK and international Higher Education markets</td>
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<td>▪ Delivery-focused, ensure that projects are completed successfully, to deadline, reported on a reviewed to improve future performance</td>
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<td>▪ Innovative and creative with experience of developing new conversion activities</td>
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<td>▪ Exceptional ability to communicate and explain complex issues in a clear, concise, persuasive language, both verbally and in writing</td>
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<tr>
<td>▪ Proven ability to write and secure compelling business cases for investment</td>
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<td>▪ Exceptional ability to influence others and successfully negotiate</td>
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<td>▪ Empathetic and with strong interpersonal skills</td>
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<td>▪ Ability to deliver heavy workload under sustained pressure</td>
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<td>▪ Proven ability to lead and develop staff and create high performing teams</td>
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<td>▪ Collaborative team player with high levels of integrity and loyalty</td>
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<td>▪ Political awareness and the ability to promote the recruitment agenda at a strategic level within and beyond the University</td>
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<td>▪ Highly motivated with strong personal drive</td>
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### Skills

**Essential**
- Senior management and leadership experience in a large, complex environment
- Experience developing and leading events
- Experience of sales and customer engagement activities
- Proven delivery of achieving targets and key performance indicators

**Desirable**
- Substantial experience of recruitment within Higher Education

### Knowledge and experience

**Essential**
- Senior management and leadership experience in a large, complex environment
- Experience developing and leading events
- Experience of sales and customer engagement activities
- Proven delivery of achieving targets and key performance indicators

**Desirable**
- Substantial experience of recruitment within Higher Education
- Experience of leading transformational change involving business process, innovation and organisational change
- Proven deliver of high levels of customer service
- Efficient budget management experience

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<th>Qualifications, certification and training (relevant to role)</th>
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<td>▪ Educated to degree level or equivalent</td>
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<td>▪ Understanding of, and experience working to relevant regulation policies such as the Data Protection Act and the Disability Discrimination Act</td>
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The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.
Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role:

**Valuing people**
Understands that it is essential to provide a structure that people can thrive in. Knows how to communicate with people to create a healthy working environment and get the best out of people.

**Taking ownership**
Communicates vision clearly, providing direction and focus. Knows how to create a productive environment where people are inspired and can work cross-departmentally in partnership.

**Forward thinking**
Has the ambition to be a pioneer in own area, anticipating the future change, needs and challenges. Knows how to innovate within their work context and champions others to be inspired to be part of this ambition.

**Professional pride**
Keeps up to date on latest thinking, trends and work practices. Supports team to be thought leaders; willing to challenge if obstacles get in the way.

**Always inclusive**
Establishes far reaching partnerships, well beyond own area across a broad range of networks. Understand role to pay due regard to the needs of the whole community.

Key relationships with others

- **Line manager**
- **Role holder**
- **Direct Reports**
- **Colleagues**
- **Prospective Students**

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Director of Student Recruitment

Associate Director Student Recruitment (Customer Engagement)