



Job title	Director of Student Recruitment	Job family and level	Administrative, Professional and Managerial Level 7
School/ Department	Communications and Marketing / Student Recruitment and Admissions	Location	Jubilee Campus / University Park Campus. (Minimum time on site 60%, hybrid 40% if desired).

Purpose of role

The Director of Student Recruitment leads the University of Nottingham's student recruitment growth agenda. You will identify, prioritise and open markets, reading demand, competitor activity and policy shifts to turn opportunity into enrolments and income. Accountable for recruitment targets and a significant budget, you will run a performance-driven, sales-led operation, building agent, partner and in-country networks across established and emerging markets. This role encompasses international and home recruitment and the University's student recruitment events programme (including Open Days and Offer Holder Days). Working closely with Admissions and Applicant Services, Marketing and Global Partnerships, you will be measured on results: delivery of ambitious student recruitment targets, market share, conversion, yield and return on investment, while safeguarding reputation and sponsor compliance.

The role reports to the Director of Student Recruitment and Admissions and is a member of the Student Recruitment and Admissions Senior Leadership Team.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	Strategic Leadership - Shape and lead delivery of the University's student recruitment strategy, prioritising international growth across undergraduate and postgraduate levels, aligned to the Student Intake Plan and the University's financial sustainability goals. - Design and execute market and channel strategies that deliver recruitment targets, prioritising markets by growth potential, risk and return, and diversifying the University's international portfolio. - Advise senior leaders on market trends, opportunities and risks, including policy, visa and geopolitical changes affecting demand. - Lead the recruitment evidence base for enrolment planning, tuition fee pricing and scholarship strategy, making clear, data-led recommendations.	20%
2	Team and Operational Leadership	35%

	▪ Lead and manage the Student Recruitment team of 50 staff, including in-country teams in China and India, with accountability for prioritisation and resource allocation across the international portfolio. ▪ Set, monitor and report key performance indicators, holding regional and market leads to account for delivery against targets. ▪ Lead the management of agent networks, channel partners and in-country presence to maximise market reach and enrolments, ensuring agent quality and compliance with UKVI sponsor obligations. ▪ Lead the planning and delivery of home recruitment, including Open Days, Offer Holder Days, UCAS fairs and schools engagement, to achieve undergraduate and postgraduate objectives. ▪ Lead continuous improvement of processes, systems and team structures, including adoption of the University's new CRM, to maximise efficiency and impact. ▪ Embed equality, diversity and inclusion in leadership practice and team culture.	
3	Financial Management and Return on Investment ▪ Plan, manage and be accountable for the Student Recruitment budget, directing spend to the markets, channels and activities with the greatest return on investment. ▪ Lead the University's investment in international scholarships and agent commission within approved strategy, structuring incentives to reward enrolment, quality and compliance, not application volume alone. ▪ Lead the negotiation and performance management of contracts with recruitment agents and channel partners, in line with University procurement requirements. ▪ Work collaboratively with Colleges and Schools to agree recruitment priorities, targeting home and international recruitment activity where it will have the greatest impact. ▪ Lead the in-cycle recruitment forecast, working with Admissions and Applicant Services, Finance, and Strategy and Insights; model income outcomes, report performance and variance against target, and take corrective action where needed.	15%
4	Pathways and Sponsor Partnerships ▪ Lead the growth of the University's international sponsor portfolio, developing long-term relationships with governments, NGOs and foundations that fund students to study at Nottingham. ▪ Lead the University's partnership with Kaplan for the University of Nottingham International College (UNIC) and digital pathway routes, including contract management, joint governance and performance, accountable for pathway recruitment and progression to University of Nottingham degrees. ▪ Work with Colleges and academic colleagues to ensure pathway provision is aligned with degree entry requirements and supports successful progression.	10%
5	Collaboration and Integration	10%

	▪ Work with Admissions and Applicant Services to deliver a joined-up journey from enquiry to enrolment, sharing accountability for conversion and yield against agreed targets. ▪ Collaborate with Marketing, Global Partnerships, and Colleges and Schools to plan and deliver coordinated, targeted recruitment campaigns. ▪ Work with the University's campuses in China and Malaysia to coordinate in-market activity. ▪ Contribute to the development of conversion and admissions strategy, ensuring alignment across the recruitment lifecycle.	
6	Performance, Risk and Compliance ▪ Report recruitment performance against target to senior leaders and governance committees, using data and market insight to inform strategy and decision-making. ▪ Lead compliance in recruitment activity, including UKVI sponsor obligations, the recruitment contribution to Basic Compliance Assessment performance, agent quality, consumer protection and data protection. ▪ Identify and manage market, policy and operational risks to recruitment, maintaining a risk register and leading mitigation.	10%

Person specification

	Essential	Desirable
Skills	▪ Expert knowledge of global student recruitment markets, with the ability to identify, assess and prioritise market opportunities. ▪ Strong commercial acumen, including budget management, contract negotiation and return-on-investment analysis. ▪ Ability to lead and motivate senior managers and large, geographically dispersed teams. ▪ Advanced analytical skills, including recruitment forecasting and interpretation of market and performance data. ▪ Excellent communication and influencing skills, with the credibility to advise senior leaders and build relationships with external partners. ▪ Ability to manage complexity, ambiguity and competing priorities.	
Knowledge and experience	▪ Significant experience at director level, leading a multi-team student recruitment function of 25 or more staff, with accountability for a multi-million-pound budget and substantial income and recruitment targets. ▪ Proven track record of delivering international recruitment targets across multiple cycles. ▪ Experience of opening or substantially growing new international markets. ▪ Experience leading senior managers and in-country teams across more than one global region. ▪ Experience of home student recruitment, including UCAS and events. ▪ Experience managing successful agent networks and channel partners, including	▪ Track record of leading transformation and continuous improvement in a recruitment function. ▪ Experience leading CRM implementation or adoption.

	commission structures and performance management. ▪ Working knowledge of UKVI sponsor obligations and the Basic Compliance Assessment, and their implications for recruitment practice. ▪ Experience managing pathway partnerships or relationships with international sponsors. ▪ Demonstrated success collaborating with marketing, admissions and academic colleagues.	
Qualifications, certification and training (relevant to role)	▪ Educated to degree level or equivalent experience.	▪ Postgraduate or professional qualification in a relevant field, such as marketing, management or international education.
Statutory, legal or special requirements	• Willingness and ability to travel domestically and internationally on a regular basis.	



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	Role models the highest ethical standards to cultivate a collaborative workplace that develops talent and enhances wellbeing, whilst also balancing the needs of the various stakeholders.
Taking ownership	Translates the vision into a strategy for own area, enabling people to take the right action for the wider organisation. Can resolve complex problems, balancing the needs of varied stakeholders.
Forward thinking	Always has the overall strategic goal in mind, manages to stimulate agile and forward thinking in others, motivating them and giving them the confidence to drive for continuous improvement.
Professional pride	Goal is to be best in class; ensuring this can be achieved in line with long term strategy regardless of short term challenges. Supports people to do what is best for both the organisation and the department.
Always inclusive	Promotes how collaboration and positive partnerships are essential to success, constantly looking ahead to explore how to involve other potential stakeholders.

Key relationships with others



