

JOB DESCRIPTION AND PERSON SPECIFICATION	
Job Title: Head of College Student Recruitment	Accountable to: Dean of Academic Strategy
Contract Length: Permanent	Responsible to: Director of College Administration
Hours per week/FTE: 35 hours per week / 1.0 FTE	Salary: £45,603 - £54,943 per annum
Grade: 6	Location: Kings Cross
	College/Service: CSM / College Office
Purpose of Role: <p>To support the college management team in the development and implementation of the College's recruitment strategies across its international, EU and UK markets. This will include the operational management and delivery of recruitment and conversion activity plans; working in collaboration with UAL wide marketing and recruitment plans for priority markets to create co-ordinated, data-led marketing and recruitment plans that deliver successful recruitment for the College.</p> <p>To manage a team of academic recruitment coordinators and, the recruitment, marketing and conversion team.</p>	
Duties and Responsibilities <ul style="list-style-type: none"> Working with the Director of Academic Strategy (DAS), Director of College Administration (DOCA) and Deans and in partnership with academic decision makers, to implement the recruitment and conversion plans for the College to achieve University recruitment targets. To monitor progress against recruitment strategies and targets ensuring analysis is data-led and that market intelligence generated by the recruitment, marketing and conversion team is captured, effectively integrated with other data sources and used to inform future college recruitment strategy and size and shape of the academic portfolio. Working collaboratively to coordinate with the UAL wide UK, EU and International marketing campaigns and recruitment event/schedules to oversee the operational management, co-ordination and delivery of recruitment and conversion activities and marketing campaigns both within the College and externally – such as UCAS fairs, schools and partner liaison, exhibitions, open days and interview days. Working with Associate Dean of Student Experience to ensure that all the above activities are applicant focused and provide an exceptional applicant experience that is inclusive and meets the College's widening participation ambitions. To plan and allocate staff resource to support national and international recruitment and conversion activities including alignment with SMR plans/collaboration around feeder institutions and agent channels but also direct home/EU/international recruitment Working with the DOCA and Assistant Head of Admissions to coordinate the operational delivery of academic interview schedules and other recruitment and conversion activities across the College. Working with Associate Dean of Student Experience to plan and deliver cross college open days. To monitor and report on progress against offer targets; supporting the DOCA and Assistant Head of Admissions in the production and presentation of relevant reports to the College Executive Board, College Operating Board, senior academic colleagues and UAL recruitment groups and forums. To manage the production of the college prospectuses and other marketing materials and information. Working with the SMR team to provide College related content for UAL recruitment materials and subject/course web content. 	

- To implement CRM working collaboratively with the SMR and Admissions teams within UAL wide project and system framework and guidelines. Working with key colleagues in University Student Recruitment and Marketing to ensure that student enquiry data generated by marketing and recruitment activity is captured, and that effective processes and communication plans are in place to take students through from the enquiry stage to application to the University.
- Working with colleagues in the UAL SMR teams and College External Relations team, to produce co-ordinated recruitment marketing plans across the full range of channels (e.g. direct recruitment, agent recruitment, digital channels, creative profile-raising/engagement events, recruitment through feeder institutions and alumni engagement)
- To manage the College's recruitment budget, including monitoring the impact of recruitment activities.
- To undertake the day-to-day management and leadership of recruitment coordinators and recruitment, marketing and conversion team.
- To work with key colleagues in Admissions, University Student Recruitment and Marketing and the course teams to support the development of streamlined application processes and procedures and ensure that appropriate communication plans are in place to facilitate conversion from application through offer to enrolment.
- To work with content experts in the External Relations and SMR team to ensure that recruitment marketing materials (display, print, digital across agent and direct channels, across enquiry to enrolment stages) are market -focussed and support recruitment objectives in UK, EU and international markets.
- To work with colleagues in University Student Recruitment and Marketing (SMR) team to ensure that international recruitment through the agent channel is supported and that the College Recruitment Coordinators support the wider University International and national travel itineraries; including representing UAL as part of the international recruitment schedule including interviews, workshops, school visits, fair attendance and pre departure briefings.
- To maintain a strong knowledge and professional level of expertise of all programmes offered by the University, and to be fully conversant with the University's entry requirements, admissions policies and procedures to ensure that all recruitment activities are compliant with UAL policies.
- To provide comprehensive reports following recruitment visits, to disseminate these reports appropriately within the College and University and to ensure that market intelligence gained through recruitment activity is fed back to colleagues within the University Marketing and Student Recruitment Department.

Other

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To work flexibly and be willing to undertake international travel and some occasional weekend or evening work.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.

- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships:

- Deans, Programme Directors, Course leaders and academic decision makers
- College Communication, Marketing and External Relations team
- Deputy Director within UAL Marketing and Student Recruitment Department
- Colleagues within Insights team, the Language Centre and Short Courses
- International Relations Unit

Specific Management Responsibilities

Budgets: TBC

Staff: Student Recruitment Officers and Recruitment Coordinators

Other (e.g. accommodation; equipment):

Signed _____ Date of last review _____
(Recruiting Manager)

Job Title Head of Student Recruitment.**Grade: 6**

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

Person Specification	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none">• Educated to degree level or equivalent in an appropriate discipline.• Knowledge of art and design, creative arts in higher education and the creative and cultural industries.
Relevant Experience	<ul style="list-style-type: none">• Significant student recruitment and marketing experience within an arts or education context for both H/Eu and international markets.• Significant experience of marketing, recruitment and conversion campaigns, including publishing content across all media.• Experience in creating, implementing and evaluating online and offline marketing and communication campaigns.• Experience of working in target driven environment and demonstrable experience of creation, analysis and interpretation of data and markets to produce reports relevant to audience.
Communication Skills	<ul style="list-style-type: none">• Uses appropriate levels of IT skills to enable best use of available information and communications, as necessary for the post. These may include but are not limited to the following: MS Office, email, intranet, web/internet, electronic diary, customer relationship management (CRM) systems, social media, content management system (CMS), Google Analytics.• Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	<ul style="list-style-type: none">• Demonstrable experience of managing team.• Ability to motivate and lead a team effectively, setting clear objectives to manage performance

Professional Practice	<ul style="list-style-type: none"> • Contributes to advancing professional practice/research or scholarly activity in own area of specialism.
Planning and Managing Resources	<ul style="list-style-type: none"> • Plans, prioritizes and organizes work to achieve objectives on time.
Teamwork	<ul style="list-style-type: none"> • Works collaboratively in a team and where appropriate across or with different professional groups.
Student Experience or Customer Service	<ul style="list-style-type: none"> • Experience of customer care, using effective professional practice to support excellent applicant experience.
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> • Uses initiative or creativity to resolve problems