

<b>JOB DESCRIPTION AND PERSON SPECIFICATION</b>	
<b>Job Title:</b> Student Recruitment Manager	<b>Accountable to:</b> Head of Student Marketing and Recruitment
<b>Salary:</b> £41,454 - £49,534 per annum	<b>Grade:</b> 5
<b>College/Service:</b> Central Saint Martins (CSM)	<b>Location:</b> King's Cross, London
<b>Contract Length:</b> Permanent	<b>Hours Per Week/FTE:</b> 35 hours/1.0 FTE
<p><b>Purpose of Role</b></p> <p>To plan and manage the student recruitment activity of Central Saint Martins (CSM) that will help the college achieve the priorities set out in its Student Marketing and Recruitment Strategy. This will include: the development of a schools and colleges engagement strategy (in-person and digital); the planning, management and implementation of all open days, campus visits, campus tours, interview weeks and offer holder events; working with the Student Marketing Manager (Content and Development) on a cohesive and comprehensive progression plan for CSM in regard to the UAL University Progression (UP) scheme; liaising directly with CSM course teams in order to fulfil student recruitment activity; the planning and management of attendance at key recruitment events including UCAS, British Council and other HE focussed guidance events.</p> <p>Working with the Head of Student Marketing and Recruitment and other colleagues in the SMR Team, the role holder will identify and respond to developments in global recruitment that will impact on student numbers, and to help follow up new opportunities that may arise for CSM.</p> <p>To work with colleagues across the College, particularly in the Student Marketing and Recruitment Team, Internal and External Relations, Outreach and Admissions, to raise CSM brand awareness in both UK and International markets, deliver excellent customer service across the prospective student journey from enquiry to enrolment, and provide</p>	

input into the development of a suite of student marketing materials, across relevant platforms, that are tailored to the needs of prospective students.

### **Duties and responsibilities**

- To contribute to the Student Marketing and Recruitment strategy and supporting operational plan to recruit high quality students for the full range of courses at Central Saint Martins.
- To plan and deliver a schools and colleges engagement strategy that considers in-person and digital ways of working which includes the delivery of digital workshops, portfolio advice sessions, student counselling, and advisories for students from target schools, colleges and regions.
- To plan and deliver a series of College open days that showcase CSM and to take into consideration providing access to prospective students regardless of their location.
- To manage the delivery of campus tours and visits.
- To co-ordinate attendance at key global recruitment events including UCAS, British Council and other HE focussed guidance events.
- To act as a senior advisor for the CSM SMR Team and the University at external recruitment events, counselling student enquirers/applicants, parents, and staff at partner colleges as required.
- To work closely with the Student Marketing Manager (Content and Development) to plan and deliver activity associated with the University Progression (UP) scheme.
- To manage a Student Recruitment Associate and their associated work.
- To work with colleagues across CSM/UAL to improve the processes and systems used to manage the student journey at each stage from enquiry, application to enrolment.
- To be fully conversant with the University's admissions policies and procedures to ensure that all planned student recruitment activities are compliant. To support staff from wider university with enquiries and questions they may have regarding CSM recruitment procedures and to liaise with the Admissions Service where further guidance on admissions processes is required.
- The post holder will also be required to help coordinate the wider network of professional and academic staff across the College who are involved in Student

Marketing and Recruitment activity.

- To build effective working relationships with colleagues across UAL Colleges, Insights (Outreach), the UAL Awarding Body and Accommodation Services to encourage their collaboration and integration with recruitment activities and ensure that CSM/UAL is maximising opportunities for recruitment activity across all available markets.
- To work with the CSM Insights (Outreach) programmes to increase the scale and scope of Outreach activities across the CSM/UAL School and College Network.
- To act as a key ambassador for the Student Marketing and Recruitment (SMR) Team at Central Saint Martins, building a network of effective internal and external working relationships to support the delivery of the College's student recruitment objectives.
- To monitor and report on the results of recruitment activity and assess the effectiveness of these activities in supporting CSM's student recruitment targets. To be competent in the use of the relevant systems and processes used to capture and analyse data, and to use this data in producing reports for internal stakeholders and senior staff members of the University.
- Working closely with the Student Marketing colleagues within the CSM SMR Team, to contribute to the development of content needed to support the delivery of student marketing campaigns and recruitment activity. To ensure that all activities are fully optimised for the desired audience and distribution channel.
- To support and deputise for the Head of Student Marketing and Recruitment as required.
- To act as an ambassador of CSM/UAL's reputation and brand ensuring both are protected and represented in line with established guidelines.
- To collaborate with the UAL International Recruitment team and CSM Senior/Academic Recruitment Coordinators on a virtual recruitment schedule for UK and international markets (when suitable).
- To work collaboratively with Development and Alumni Relations to ensure that alumni influence is fully leveraged within the recruitment process, e.g. through the delivery of recruitment events with alumni engagement.
- To manage the presence of ArtsTemps in support of recruitment activity as required.

### **General Duties**

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June 2021

To perform such duties consistent with your role as may from time to time be

### **Key Working Relationships**

Head of Student Marketing and Recruitment

Student Recruitment Associate

Student Marketing Manager (Content and Development)

Student Marketing Officer

Student Marketing Associate

Senior/Academic Recruitment Coordinators

College Outreach Manager

Student Marketing and Recruitment Teams within other UAL Colleges

UAL Student Marketing and Recruitment Team

Programme/Course Teams

Academic staff

Assistant Heads of Admissions (CSM & LCC)

### **Specific Management Responsibilities**

**Budgets** – Student Recruitment Budget

**Staff** – Student Recruitment Associate

**Other** – N/A

**Job Title: Student Recruitment Manager**

**Grade: 5**

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.

All criteria listed is essential unless marked as desirable

<b>Person Specification</b>	
<b>Specialist Knowledge/Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• Knowledge of art and design, creative arts in higher education and the creative and cultural industries</li> <li>• Knowledge of specific approaches and skills required to work with schools and colleges in a liaison role. A good understanding of the issues affecting art and design education within the secondary, further education (FE) and higher education (HE) sector</li> </ul>
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Experience of developing and implementing a varied schedule of HE recruitment activities in response to market developments, with an evidenced capacity to evaluate success and improve outcomes and adherence to objectives</li> <li>• Demonstrable experience of communicating ideas clearly and persuasively, explaining complicated matters simply, tailoring delivery methods/media to suit an audience's needs and understanding</li> <li>• Experience of utilising CRM systems for the effective management of student enquiries from pre- application to enrolment</li> <li>• Experience of leading and developing internal and external networks, actively seeking to build productive and enduring relationships between and within teams to strengthen working relationships and foster collaboration,</li> </ul>

	<p>influencing events and decisions</p> <ul style="list-style-type: none"> <li>• Experience of managing and/or coaching or mentoring staff</li> <li>• Experience of working independently without direct supervision</li> </ul>
<b>Communication Skills</b>	<ul style="list-style-type: none"> <li>• Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way</li> <li>• Excellent written and verbal communication skills with the ability to present complex information to a variety of audiences, including those who English is not their first language</li> </ul>
<b>Leadership and Management</b>	<ul style="list-style-type: none"> <li>• Motivates and leads a team effectively, setting clear objectives to manage performance</li> <li>• Effectively delivers training or briefings to support understanding or learning</li> </ul>
<b>Planning and Managing Resources</b>	<ul style="list-style-type: none"> <li>• Plans, prioritises and organises work to achieve objectives on time</li> </ul>
<b>Teamwork</b>	<ul style="list-style-type: none"> <li>• Works collaboratively in a team or with different professional groups</li> </ul>
<b>Student Experience or Customer Service</b>	<ul style="list-style-type: none"> <li>• Builds and maintains positive relationships with students and other customers</li> <li>• The ability to travel within the UK and Internationally and working evenings and weekends will often be required for this role. It is expected that you could spend up to 10 weeks travelling per year. You should therefore have no restrictions on travel throughout the world. Any restrictions must be declared prior to interview</li> </ul>
<b>Creativity, Innovation and Problem Solving</b>	<ul style="list-style-type: none"> <li>• Uses initiative or creativity to resolve day-to-day-problems</li> </ul>

**Last updated - December 2021**