

**Job Description**

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| **Job title:** | Head of Postgraduate Taught Recruitment |
| **Department/School:** | Postgraduate Taught Student Recruitment & Admissions |
| **Grade:** | 9 |
| **Location:** | University of Bath campus |

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| **Context and Job Purpose** |
| This role will support the Academic Director of PGT Recruitment & Admissions and the Deputy Vice-Chancellor and Provost in pursuit of growth and diversification of the University’s taught postgraduate provision. Immediate priorities will include the maintenance of existing international recruitment activities, the establishment of a new approach to PGT recruitment in the UK and EU, as well as the integration of an increasingly diverse recruitment portfolio including distance learning, blended learning, degree apprenticeships and collaborative provision in addition to more traditional offerings. The postholder will lead our University-based PGT recruitment team, play a key role in the development and execution of related marketing and sales strategies, coordinate our engagement with agents, and collaborate with our online programme management partner and other relevant intermediaries (e.g., ESFA) in pursuit of University PGT recruitment objectives. The postholder will work in the context of an integrated marketing, recruitment and admissions function. People management skills, influencing skills, strategic insight and a proactive approach will all be critical in a role in which the postholder will need to lead, manage and motivate a newly-formed team to reach their full potential. |

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| **Source and nature of management provided** |
| Academic Director of PGT Recruitment & Admissions |

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| **Staff Management Responsibility** |
| Line Manager of UK & International PGT Recruitment Managers, Digital Engagement Manager, Communications Coordinator and Administrator. |

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| **Special Conditions** |
| This post is expected to be based at the University however some overseas travel will be required. |

| **Main duties and responsibilities** | |
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|  | Reporting to the Academic Director of Postgraduate Taught Recruitment & Admissions, you will be responsible for both shaping and achieving PGT recruitment targets. This will involve developing strong collaborative relationships with our faculties, research institutes, members of the University Senior Team, and our consortia partners to inform institutional planning, test the credibility of our recruitment targets and evaluate the feasibility of our strategies to deliver these targets. |
|  | Contribute to institutional policy and financial planning associated with PGT recruitment, identifying new recruitment markets (national and international), informing tuition fee income forecasts, and providing management information. |
|  | Regularly evaluate the University’s PGT programme portfolio from a recruitment perspective and produce proposals for PGT recruitment targets and fees that will meet demand and deliver recruitment objectives. |
|  | Lead the development and implementation of PGT recruitment plans, proactively engaging with staff across the University in the process. |
|  | Develop a high-performance culture within the PGT Recruitment team that delivers consistent, high quality recruitment outcomes defined by the recruitment strategy. Build capability, where needed. |
|  | Work collaboratively with the Head of PGT Admissions to achieve Department outcomes and identify opportunities for Admissions staff to support recruitment objectives and *vice versa*. |
|  | Monitor recruitment activity and review effectiveness of recruitment approaches. Introduce a continuous-improvement culture/approach to encourage learnings and deliver results-based campaigns. |
|  | Provide strategic oversight and take overall responsibility for the contractual management and delivery quality of a global network of recruitment agents. |
|  | Work closely with the Director of Marketing and Communications in respect of overarching recruitment and market communications. Providing strategic direction to ensure coordinated activity supports the PGT recruitment agenda. |
|  | Establish priorities for the use of university marketing resource devoted to PGT recruitment in the provision, in collaboration with colleagues, of innovative marketing campaigns which respond to a fast-changing, highly competitive and global marketplace and are compliant with consumer regulations. |
|  | Manage a team that creates and publishes original, high-quality content on social platforms that facilitates interaction with current and future applicants. |
|  | Provide strategic oversight of the recruitment and promotional material in the digital environment managed by the ESFA for the recruitment of Level 7 degree apprenticeships. Collaborate with the Head of Learning Partnerships to align the approach taken by our online programme management partners. |
|  | Manage the PGT recruitment budget and ensure all activity is compliant with financial, regulatory and institutional requirements. |
|  | Work collaboratively with relevant stakeholders to develop new processes for recruitment activities associated with apprenticeships, distance learning programmes and blended learning programmes, ensuring that any additional employer-based recruitment approvals are undertaken to meet with ESFA funding rules. Collaborate with colleagues responsible for Executive Development and CPD to identify appropriate opportunities for cross-selling. |
|  | Represent PGT recruitment via external fora as well as on various University committees and strategic institutional working groups including *inter alia* the Apprenticeships Working Group, Distance Learning Working Group, etc. |
|  | Deputise for the Academic Director for Postgraduate Taught Recruitment & Admissions, as required. |
| You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. | |



**Person Specification**

| **Criteria** | **Essential** | **Desirable** |
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| **Qualifications and Training:** |  |  |
| A first degree or equivalent in any subject | X |  |
| Postgraduate degree or professional qualification in a relevant management or marketing related discipline (e.g. CIM) | X |  |
| Masters in Business Administration |  | X |
| Willingness to undertake further training as required | X |  |
| **Knowledge and Experience:** |  | . |
| Substantial experience of UK, EU and international PGT student recruitment, and marketing experience from within a HE environment. | X |  |
| Proven experience of shaping and delivering PGT recruitment strategies in a global context, ideally at senior level. | X |  |
| A good understanding of the issues and challenges facing the HE sector, and current knowledge of key and emerging markets. | X |  |
| Previous experience of managing multi-cultural/multi-national teams, with the proven ability to lead and motivate teams to deliver targeted outcomes. |  | X |
| Experience of delivering targets, through a team. | X |  |
| Experience of successfully shaping and delivering strategic interventions in a collaborative environment, with multiple stakeholders. | X |  |
| Experience of developing and leading high-performance teams. | X |  |
| **Skills:** |  |  |
| Numerate. Excellent analytical skills; able to apply quantitative methods to business problem solving; able to identify opportunities and create business cases. | X |  |
| Strong commercial awareness. Able to understand and apply the core academic concepts of business functions in the definition, analysis, and evaluation of complex problems as well as the construction and implementation of solutions. | X |  |
| Sound decision-making. Able to make decisions independently based on your knowledge of the education sector, specific universities and the needs of our programmes. | X |  |
| Excellent communication skills, written and oral. | X |  |
| Excellent interpersonal and relationship-building skills, and an ability to work with tact and diplomacy in dealing with a range of people. Able to collaborate effectively. Highly developed influencing skills. | X |  |
| Strong information management skills (particularly in relation to student records and data collection and analysis). | X |  |
| Ability to lead, motivate and develop a high-performing team including supporting staff through change and nurturing and developing talent. | X |  |
| **Attributes:** |  |  |
| You will be a self-starter, expected to anticipate problems that may arise and use your initiative to deal with issues. You will be experienced in meeting deadlines and delivering high-quality work. | X |  |
| A positive change agent, with the ability to inspire a team to deliver a vision. | X |  |
| Commitment to providing excellent customer service, and inspiring others to do so. | X |  |
| A track record of successful management of significant change. | X |  |
| Ability to be flexible in your approach, and comfortable with ambiguity. | X |  |
| Ability to undertake significant amounts of travel at certain key points in the year and some weekends and evenings. |  | X |