WEST DEAN COLLEGE
ARTS & CONSERVATION

October 2020

Thank you for your interest in the post of **Head of Student Recruitment & External Engagement**. Please find attached the following information:

- Job description
- Person specification
- General Terms & Conditions of Employment

If you would like to apply for this position, please submit a detailed CV and covering letter by e-mail to the following address:

Email: hrmailbox@westdean.org.uk
Tel: 01243 818 313 (for any queries)

Closing date for applications: **9th November 2020**. Please note:

- Early applications are preferable.

- We endeavour to respond to all applicants in a timely manner. If, however, you do not hear from us within two weeks of the closing date, please assume that your application has been unsuccessful on this occasion.

JOB DESCRIPTION

JOB TITLE	**Head of Student Recruitment & External Engagement**
BUSINESS AREA	Student Recruitment & External Engagement
LOCATION	West Dean College of Arts and Conservation with potential home working (TBC)
RESPONSIBLE TO	Principal & Deputy Chief Executive
RESPONSIBLE FOR	Recruitment Officer, Marketing, Media & Design Manager, Product & Enterprise Manager and Student Funding & Outreach Manager

MAIN RESPONSIBILITIES

- To lead, under the direction of the Principal & Deputy Chief Executive, the development and implementation of an innovative and effective end to end student recruitment and external engagement strategy to support the College's academic mission and wider Strategic Plans.
- To ensure a new holistic approach to delivery that draws on expertise from teams within Recruitment, Marketing, Product and Enterprise, Funding and Outreach.
- To promote flexible and proactive team working and ensure that the Department develops strong links and collaborative relationships with the wider College community.

Student Recruitment

- Work collaboratively with the Heads of School to ensure that the recruitment strategy is strongly aligned with academic strategy and programme development.
- Take overall responsibility and accountability for ensuring agreed recruitment targets are met through the implementation of effective conversion strategies from enquiries to applications and offer to enrolment.
- Lead the Recruitment Officer with the development, implementation and ongoing monitoring of strategic and tactical approaches to enable the growth of new and increased student audiences for both HE and short courses.

Marketing and Design

- Alongside the Marketing, Media and Design Manager, develop a strategic marketing plan to support recruitment for the College, ensuring all marketing, media and external communication activity is in alignment with the College brand.
- To ensure media and social media content is seamlessly delivered and is driven from across the department and wider college, developing an authoritative, sophisticated and informed voice that reflects the College brand.
- Ensure that all marketing activity is continuously monitored, evaluated and adjusted where required to optimise recruitment and agreed external engagement objectives.
- Ensure high quality visual design standards and coherence across all external and internal platforms, communications and marketing materials reflecting the College's creative practice focus.

Product, Enterprise and Brand Extension

- Alongside the Product & Enterprise Manager, oversee the development and maximisation of existing and new products, services and events across the College which increases and supports student recruitment and external engagement including the alumni programme.
- To inform the development of high level brand guidelines to enable clear and strong brand alignment across all of the College's activities.
- Alongside the Product and Enterprise Manager support the development of brand aligned retail and e-commerce.
- To be responsible for ensuring the promotion of the College via its extended brand including West Dean Gardens and the wider estate through the development of existing and new appropriate products and events.
- Work collaboratively with both the Collections Manager and Product and Enterprise Manager to ensure appropriate promotion of the College's Collection, Archive and intellectual property.

Student Funding

- Alongside the Student Funding & Outreach Manager, develop a strategic approach to maintaining and developing sources of bursary and scholarship funding for students to achieve agreed income targets.
- Ensure the development of a plan for the sourcing of other funding that indirectly supports student recruitment and aligns to the College's strategic objectives.
- Enable cross departmental communication and collaboration such that there is a clear relationship between recruitment, conversion, access and participation activity and funding availability.

Outreach

- Working with the Student Funding & Outreach Manager to design and develop a strategic approach to external engagement with stakeholders to support the promotion of the College's work and reputation.
- Take overall responsibility for the implementation of the College's access and participation plan and its annual evaluation including external reporting as required;
- Ensure the development and delivery of a comprehensive and innovative alumni programme capable of supporting long term beneficial relationships with students.

Team Management

- Model a proactive, creative and positive approach to recruitment and external engagement
- Provide strong direction and clear leadership across the department, ensuring across team working and collaboration both within the department and within the wider College.
- Undertake effective Continuous Performance Reviews.
- Provide clear instruction, set objectives and monitor progress, manage workflow and support development.

GENERAL DUTIES & RESPONSIBILITIES

Budget Management

Overall responsibility for the department's annual budget spend and budget monitoring.

General

- Build and maintain excellent working relationships, both internally within the organisation and with external partners and suppliers, informing of Student Recruitment & External Engagement objectives and activities where required.
- Ensure stakeholders are aware of latest thinking relating to the College's wider recruitment strategy
- Engage in professional development and training as agreed with the Principal & Deputy Chief Executive.
- Undertake any other duties as may be reasonably requested.

The statements in this job description are intended to describe the essential nature and level of work being performed. They are not intended to be all responsibilities or qualifications of the job.

This job description is subject to regular review in consultation with the post holder.

PERSON SPECIFICATION

Experience & Knowledge

Knowledge and understanding of current higher education issues, policy and regulations, in particular in relation to recruitment, admissions and outreach
Experience of contributing to and implementing strategy and change within a collaborative context
Experience of successfully managing a diverse team, with the ability and drive to lead, motivate, develop and manage team performance to a high level
Knowledge and understanding of customer experience management methodologies in the context of student recruitment and conversion
Experience in the strategic planning and implementation of marketing and communications
Demonstrable experience of the effective development and extension of brand across a wider range of media, products and events
Experience and knowledge of student funding cycles and processes
Experience of developing successful funding applications to sector bodies
Knowledge and experience of proactively addressing access and inclusivity in an educational context

Education/Qualifications

Educated to degree level or equivalent professional qualification in a relevant discipline

Attributes

Emotionally intelligent with people centred leadership and management skills
The ability to bring together diverse views to create effective solutions
Demonstrable ability to actively build effective and productive relationships internally and externally
Strategic thinker with advance analytical capability able to inform innovation and creativity
High level of visual literacy
Excellent communication and interpersonal skills, combined with the personal presence needed to inspire confidence amongst a diverse team and other stakeholders
Ability to delegate and manage a number of competing demands
Flexible and willing to adapt to changing circumstances
Ability to exercise judgement, make decision and take appropriate risks in order to meet agree strategic objectives
Solutions focussed
Good ambassadorial skills, able to confidently represent the College and its work externally

GENERAL TERMS AND CONDITIONS OF EMPLOYMENT

Contract:	Permanent
Duties:	As attached job description
Salary:	£45,000 per annum full time
Hours:	35 hours per week (1 FTE)
Holidays:	36 days per holiday year (1 October to 30 September) inclusive of Bank Holidays.
Company Sickness Pay:	3 months in any consecutive twelve month period after six months' continuous service or other period, at West Dean's discretion.
Benefits:	Contributory pension scheme, cycle to work scheme, subsidised meals, free and discounted places on short courses at West Dean College.