

Portfolio Recruitment Manager – UK Recruitment and Partnerships – Grade G

Job Description

Purpose

The purpose of this role is to act as a business partner to allocated Academic Schools to support the identification and development of opportunities to increase enquiries and applications for those Schools.

You will work closely with colleagues across the team in each specialist area – enquiry management, schools and colleges liaison, events, and conversion – to support segmentation of core activity to target audiences.

You will manage projects and deliver recruitment activities targeted to your prospective student audiences, in collaboration with the relevant Student Recruitment Manager(s). You will monitor key lead indicators and application and acceptance stats closely, utilising a robust knowledge and understanding of the admissions cycle.

Occasional evening and weekend work will be required for this role.

Duties

1. To operate as a business partner to Academic Schools, representing the UK Student Recruitment team, acting as a conduit and utilising strong relationships to identify opportunities to enhance the core work of the UK Student Recruitment team.
2. Working in collaboration with the Student Recruitment Managers, develop and deliver projects and activities to drive recruitment to your Schools.
3. To support the delivery of student recruitment activities and events as required, providing support across all functions of the Student Recruitment team.
4. To maintain a strong awareness of the external market, monitoring the recruitment practices of key competitors and aspirational competitors across the sector (and internationally), including direct recruitment tactics, admissions strategies and partnership developments.
5. To closely monitor application, offer and acceptance data at course level, providing contextual analysis of performance and coordinating tactical responses to fluctuations in our position.
6. To build and maintain strong relationships with School colleagues, to engage School staff in the delivery of recruitment activity and to ensure positive, open dialogue.
7. To develop a robust knowledge of key contacts within the Schools and facilitate engagement between School academic staff and the UK Recruitment team for the delivery of events and activities.

8. To attend School Executive Team meetings as required, representing the UK Student Recruitment team (and wider service as required); and to organise School level recruitment meetings, bringing together key stakeholders on both sides.
9. To work in close collaboration with the Marketing team to ensure the development of holistic student recruitment campaigns and plans, maximising opportunities and resources.
10. To share knowledge and expertise with other members of the UK Student Recruitment team and wider colleagues to inform all aspects of student recruitment planning and delivery.
11. To contribute to the delivery of UK Student Recruitment objectives and plans and to work collaboratively with colleagues across other UK Student Recruitment and wider teams to achieve these.
12. To co-ordinate projects and groups involving colleagues from across UK Student Recruitment and across the University and to chair and minute meetings as required.
13. To undertake other duties as determined by the Head of UK Recruitment.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Substantial and recent experience of working in a high pressured student recruitment environment (Application/Interview).
- Experience of tailoring core student recruitment activities to audiences and/or specialisms (Application/Interview).
- Undergraduate degree or equivalent experiential learning (Application).
- Robust and demonstrable knowledge and understanding of the HE sector and policy environment, and how this will impact student recruitment (Application/Interview).
- Proven organisational and project management skills, along with the ability to prioritise and schedule work to meet multiple deadlines (Application/Interview).
- Proven ability to identify opportunities through market research and competitor benchmarking and to execute tactics to maximise these opportunities (Application/Interview).
- Understanding of core student recruitment audiences and segmentation (Application/Interview).
- Excellent interpersonal and influencing skills with the ability to engage with a wide range of audiences and build effective working relationships, particularly to achieve engagement from key stakeholders (Application/Interview).

- IT literate with good understanding and experience of Microsoft Office applications (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Undergraduate degree in Marketing or Education (Application).
- Experience of databases and client relationship management systems (Application/Interview).