

**Support and Professional Services**

**Marketing and Communications**

**Postgraduate and CPD Recruitment Manager**

**ZZ003554**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

**Fixed term for 12 months**

Salary is in the range £38,183 to £46,924 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

Working hours are 37per week. Overtime is not normally payable but time off in lieu may be given. The working hours are normally from 8.30am to 5.15pm Monday to Thursday and 8.30am to 4.15pm Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned.

Leave entitlement is 32 working days per annum. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

# It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation, details of which can be found on the University website:

 <http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforapplicants/removalandseparationguidelines>

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Under the University’s Insurance Policy we will take up references for candidates called for interview. Your current employer reference must be your current line manager. It is also a requirement of this policy that we take up references to cover the previous three years of your employment or study.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by Midnight (GMT) on the closing date published.

**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Postgraduate and CPD Recruitment Manager |
| **Grade:** | 8 |
| **Faculty Centre:** | Support and Professional Services |
| **Department/Service:****Location:** | Marketing and CommunicationsMercantile House |
| **Position Reference No:** | ZZ003554 |
| **Cost Centre:** | 47462 |
| **Responsible to:** | Head of Recruitment and Outreach |
| **Responsible for:** | Postgraduate Recruitment Co-ordinator (PG Taught and CPD)Postgraduate Marketing Co-ordinatorPostgraduate Marketing and Recruitment Coordinator (PG Research) |
| **Effective date of job description:** | November 2016 |

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| **Context:** |
| The Marketing and Communications Department offers a complete in-house service to promote the University to its various stakeholders. The Department’s services cover a wide range of marketing communications disciplines, dealing with brand management, internal and external communications, marketing strategy and campaigns, digital marketing and web strategy, press and public relations, recruitment, community outreach and market research**The role of the Recruitment and Outreach Team** is to lead and develop the University Recruitment strategies and implementation of outreach initiatives. To lead Faculty engagement to facilitate and manage the development of recruitment strategies and delivery of recruitment targets. To engage, lead and deliver ACCESS Agreement initiatives, delivering maximum impact, supporting the University Strategy and business objectives.**The Postgraduate and CPD Recruitment Manager**, reporting to the Head of Recruitment and Outreach, will design, develop, implement and evaluate campaigns, events, programs and initiatives, to secure future domestic PG(T), PG(R), and CPD student enrolments. They will represent the University and/or coordinate the University's contribution to student recruitment events, initiatives and programs, providing advice to prospective domestic postgraduate students on the University's courses, and selection processes. Working in collaboration with the Campaigns and Marketing team, Faculties and other colleagues across Marketing and Communications, the Postgraduate and CPD Recruitment Manager will identify prospective market opportunities, provide recommendations and deliver initiatives to maximise these opportunities. |

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| **Purpose of Job:** |
| * To manage the provision of strategic PG(T), PG(R) and CPD student recruitment marketing both externally and to University Faculties and departments
* Be responsible for the development and implementation of specific marketing and recruitment campaigns targeted at the priority markets, particularly to increase the number of PG(T), PG(R) and CPD students.
* The Postgraduate Recruitment Manager will take an active role in managing the provision of course information and advice to prospective postgraduate students, and support and carry out a range of activities and tasks that support the Faculty’s targets to increase postgraduate and CPD students. The role also works closely with other related service areas to maximise engagement with target audiences and key stakeholders.
* To manage, facilitate and support Faculties’ engagement in marketing and recruitment campaigns aimed to promote postgraduate and CPD programs
* To manage and develop recruitment and marketing materials for the postgraduate and CPD target audiences.
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| **Key Responsibilities:**  |
| **Marketing and Student Recruitment** 1. Build relationships with enquirers at both pre-applicant and applicant stage using integrated marketing campaigns, utilising both online and offline activity to support recruitment outcomes
2. Support faculties and academic departments in postgraduate and CPD student recruitment with the development of niche marketing and recruitment initiatives for specific courses, and providing long term strategic marketing and recruitment advice and planning
3. Develop consistent messages about the University of Portsmouth to prospective postgraduate students in a relevant and timely manner
4. Manage the workload of the Postgraduate and CPD Recruitment team
5. Management of associate budgetary cost centres
6. Manage the work of the Postgraduate Recruitment Co-ordinator (PGT & CPD), Marketing and Recruitment Coordinator (PGR) and PG Marketing Coordinator overseeing development of annual marketing and recruitment plans for postgraduate markets
7. Oversee the support for CPD, PG(T) and PG(R) courses with faculty marketing campaigns, working with academic staff to determine which areas need to be supported
8. Develop and implement plans to support the recruitment and reputation building ambitions of the Faculties and that are aligned with the strategic direction of the University.
9. Draw on project management methodologies to effectively control and manage resources, issues, risks, dependencies and changes in scope associated with large, complex recruitment projects and execute from conception to final delivery

**Strategy** 1. Develop strategies and manage the organisation of initiatives to attract prospective postgraduate and CPD students.
2. Oversee a recruitment and promotional strategy, incorporating advertising and public relations, to represent the postgraduate product offer
3. Underpin all planning and strategy with key performance metrics to ensure strategic effectiveness and evaluate target segmentation, tactics and channels in accordance with levels of effort and financial investment.

**Planning and Reporting**1. Manage the co-ordination of the annual cycle of Postgraduate initiatives and activities
2. To oversee and manage the development and delivery of marketing and recruitment plans for PG(T) and PG(R) and CPD target markets.
3. Develop robust KPIs and track against targets
4. Develop a reporting framework to track progress of activities and campaigns against targets
5. Prepare specialised reports, correspondence, recommendations and advice for senior management on issues related to major marketing projects including ways to mitigate risk associated with reputational and financial planning.

**Additional expectations of the role holder:** 1. Keep abreast of the professional and regulatory framework and new developments in marketing and recruitment that would directly impact on the postgraduate, and CPD markets.
2. Sensitively manage, with political acumen and judgement, the relationships with faculty staff to ensure that recruitment plans produced are based on solid evidence and are consistent, have high impact, are aligned to the University brand, and meet strategic imperatives within financial and budget constraints.
3. Provide marketing and recruitment expertise and advice to faculty team members, and the broader university in the areas of recruitment marketing planning, evaluation and reporting.
4. Promote the development of collaborative, cooperative and productive working relationships ensuring effective integration with other teams especially from faculties to provide excellent customer service outcomes and actively promote a unified professional communications network across the university.
5. To participate in performance & development review (PDR), ensuring that work produced is in line with Department/University aims
6. To comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others.  Report all accidents, near misses and unsafe circumstances to line management
7. To support the University's commitment to equality, diversity, respect and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age or family circumstances
8. Any other duties as required by the Head of Recruitment and Outreach.

**This post may require working outside of core hours for which prior notice will be given** |

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| **Working Relationships:** |
| 1. Director of Marketing and Communication
2. Head of Recruitment and Outreach
3. Graduate School Director
4. Recruitment and Outreach Team
5. Marketing Campaigns Team
6. Colleagues within Marketing and Communications
7. Senior University Staff
8. Faculty Recruitment and Marketing Staff
9. Networks within and outside the University
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**2. PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Demonstrable experience in setting direction in relation to business targets. | E | AF, S |
|  | A strong background of devising and implementing strategies to recruit students with evidence of growth and diversification of markets. | E | AF, S |
|  | Strong knowledge of the Higher Education policy context and its impact on student recruitment strategies. | E | AF, S |
|  | Demonstrate extensive experience in leading high-performing teams to achieve targets and deliver excellent services to applicants, students and staff.  | E | AF, S |
|  | Extensive relevant experience in education, marketing or a student recruitment environment or an equivalent combination of industry experience and education/training. | D | AF, S |
|  | Management level experience in development and implementation of marketing and recruitment strategies. | E | AF, S |
|  | Extensive experience and understanding of various marketing and recruitment platforms and technologies, their implications in campaign execution and recruitment. | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Well-developed interpersonal skills to liaise, consult and negotiate with clients and colleagues at all levels and the proven ability to interpret and relay complex information. | E | AF, S |
|  | High level written and oral communication skills and proven ability to apply appropriate strategies in a range of settings, including social media platforms and electronic media.  | E | AF, S |
|  | Capacity to work effectively under pressure, both independently and as part of a team in a service delivery environment and to adapt to changing circumstances and demanding timeframes. | E | AF, S |
|  | Well-developed organisational and planning skills, including the ability to use initiative, prioritise tasks in consultation with stakeholders and meet competing deadlines with accuracy. | E | AF, S |
|  | Strong skills in liaising with internal clients to understand their objectives and work with them to develop recruitment plans to support these. | E | AF, S |
|  | Demonstrate a high level of initiative, time management and a collaborative working style. | E | AF, S |
|  | High-level event coordination skills including; event planning, programme design and implementation. | E | AF, S |
|  | The ability to develop and deliver marketing and recruitment strategies and plans aimed at particular markets. | E | AF, S |
|  | Experience of public speaking with the ability to tailor presentations to a variety of audiences. | D | AF, S |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | Degree level or equivalent qualification. | E | AF, S |
|  | Postgraduate level qualification in education, marketing or management. | D | AF, S |
|  | Membership of a relevant professional body or organization. | D | AF, S |
| **4.** | **Other Requirements** |  |  |
|  | Self-motivated, responsive.  | E | AF,S |
|  | High degree of professionalism. | E | AF,S |
|  | Discretion and good judgement, tact and diplomacy. | E | AF,S |
|  | Commitment to Equality and Diversity. | E | AF,S |
|  | Full clean UK driving license. | E | AF,S |

**Legend** Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Test, Presentation, References)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [Job Hazard Information](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) **document in order to do this.**  |
| 1. International travel/Fieldwork  | X | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants)  |  |
| 2. Manual Handling (of loads/people)  |  | 14. Working at height |  |
| 3. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers) |  | 15. Working with sewage, drains, river or canal water  |  |
| 4. Genetically modified Organisms  |  | 16. Confined spaces |  |
| 5. Noise > 80 DbA  |  | 17. Vibrating tools  |  |
| 6. Night Working(between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 7. Display screen equipment (including lone working) | X | 19. Compressed gases |  |
| 8. Repetitive tasks (e.g. pipette use, book sensitization etc)  |  | 20. Small print/colour coding |  |
| 9. Ionising radiation/non-ionising radiation/lasers/UV radiation  | 21. Contaminated soil/bioaerosols |  |
| 10. Asbestos and lead  | 22. Nanomaterials  |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc) X | 23. Workplace stressors (e.g. workload, relationships, job role etc)  |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | DOROTHY ALBRECHT |
| **Date** | 23/11/16 |
| **Extension number** | 5654 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.