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**Support and Professional Services**

**Marketing and Communications**

**UK Student Recruitment Manager**

**ZZ003649**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £38,833 - £47,722 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.

The full-time standard University hours are 37 per week which are normally from 8.30 a.m. to 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.15 p.m. Friday with one hour and ten minutes for lunch.  Specific times may vary according to the Department concerned. If the position is part-time, the hours and days worked will either be as stated in the advert or discussed at interview/appointment. Overtime is not normally payable but time off in lieu may be given.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. 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.

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>

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.

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.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three-year period of employment or study (where there has been no employment). One of your referees must be your current or most recent employer.

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:** | UK Student Recruitment Manager |
| **Grade:** | 8 |
| **Department:**  **Location:** | Marketing & Communications  Mercantile House |
| **Position Reference No:** | ZZ003649 |
| **Cost Centre:** | 47467 |
| **Responsible to:** | Head of Recruitment and Outreach |
| **Responsible for:** | Undergraduate Recruitment Coordinator x 3  Undergraduate Recruitment Assistant x 2  Recruitment & Outreach Officer (Post 16) x 3  Recruitment & Outreach Project Officer  Regional Recruitment Coordinator |
| **Effective date of job description:** | July 2018 |

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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, outreach and market research.  **The role of the Recruitment and Outreach Team** is to lead, develop and implement the University’s recruitment strategies and outreach initiatives. To lead Faculty engagement in order to facilitate and manage the development of recruitment strategies and delivery of recruitment targets. To engage, lead and ensure delivery of the Access and Participation plan, delivering maximum impact, supporting the University Strategy and business objectives.  **The Undergraduate Recruitment Team** lead and implement recruitment strategies and initiatives to achieve the University’s undergraduate recruitment targets. They develop and account manage relationships with post 16 schools and colleges and deliver a programme of high quality recruitment activity to achieve the University’s recruitment ambitions. |

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| **Purpose of Job:** |
| * Using a data and analytics approach, develop, lead and implement recruitment strategies and initiatives to achieve the University’s undergraduate recruitment targets. * Direct, manage and motivate the Undergraduate Recruitment Team to proactively build and grow relationships with schools and colleges across the UK to achieve the University’s recruitment targets. * Develop and direct a programme of high quality, innovative student recruitment activity to achieve the University’s recruitment ambitions. * Through the use of data and analytics provide market insight into recruitment trends and opportunities and provide insightful reporting against targets and KPI’s. |

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| **Key Responsibilities:** |
| **Strategy:**   1. Work with the Head of Recruitment and Outreach to develop, lead and implement recruitment strategies to achieve the University’s undergraduate recruitment targets. 2. Coordinate recruitment activities, including attendance at fairs and events, through the development and execution of an integrated plan with associated targets and KPIs. 3. Strengthen and expand the University’s network of schools and colleges across the UK to achieve the University’s recruitment ambitions. Ensure a data led approach to targeting and evaluating these school/college links to maximise recruitment. 4. Direct and lead the Undergraduate Recruitment Team to account manage relationships with target schools and colleges and deliver high quality engagement plans with post 16 students, parents, teachers and advisers to raise the profile of the University and increase applications. 5. Account manage the University’s key school/colleges links to strengthen relationships, provide a high quality service to stakeholders and strengthen recruitment. 6. Create and lead recruitment activity to generate business and identify new recruitment markets and channels, ensuring continual development of new business and sustainability of existing channels. 7. Develop and lead innovative lead generation activities. 8. Critically assess and evaluate recruitment activity in respect of its value for money and investment returns in relation to targets, making changes and improvements as necessary. 9. Identify emerging risks to the University’s recruitment targets and formulate plans to mitigate risks by managing across the breadth of the University’s recruitment activity. 10. Develop regular reporting and monitoring to measure performance against KPI’s and recruitment targets. 11. Undertake the analysis of data relating to agreed Key Performance Indicators, ensuring that there is appropriate and accurate management information available for those who need it. 12. Review market trends and competitor activity across the sector to ensure that recruitment plans are market focused and have a competitive edge.   **Management:**   1. Lead, motivate, develop and inspire the Undergraduate Recruitment team, structure their activity and performance to deliver results in line with operational and project budgets, providing clear objectives and managing performance against these. 2. Ensure that appropriate performance management and succession planning is in place so that the team remains agile and innovative. 3. Work collaboratively with the Associate PVC (Educational Partnerships) to maximise recruitment opportunities from our collaborative educational partnerships. 4. Promote the development of collaborative and productive relationships across Marketing and Communications to ensure an integrated approach to student recruitment and provide market insight to inform campaigns and marketing activity. 5. Manage and coordinate relationships with the Faculties to develop and implement Faculty specific recruitment plans to achieve the University’s undergraduate recruitment targets ensuring an integrated approach to student recruitment. 6. Work with the Outreach Manager to support the achievement of Access and Participation plan targets and the recruitment of students from underrepresented groups. 7. Work collaboratively with the University Admission Team provide a high level of customer service to applicants, support the conversion of applications to registrations and boost recruitment at key points in the recruitment cycle such as Clearing. 8. Support the development and implementation of databases, systems and technology solutions such as CRM to enhance recruitment strategies and provide a high level of customer service to prospective students and key stakeholders.   **Additional expectations of the post holder:**   1. To comply with the University’s Safeguarding policy, ensuring that staff and student ambassadors are fully trained and compliant with safeguarding procedures. 2. To participate in performance & development review (PDR), ensuring that work produced is in line with the Department/University aims. 3. 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. 4. 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. 5. Undertake such other duties as may be required reasonably by the Director or Marketing and Communications and the Head of Recruitment and Outreach.   **NOTE:**  Travel across the UK and occasional evening and weekend work will be required. There may be occasional travel away from home involving overnight stay(s).  An Enhanced Disclosure and Barring Service (DBS) check is essential |
| **Working Relationships:** |
| Director of Marketing and Communications  Head of Recruitment and Outreach  Recruitment and Outreach Team  Outreach Manager  Colleagues within Marketing and Communications  Faculty Recruitment and Marketing staff  Senior University staff  Networks within and outside the University |

1. **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 |
|  | Demonstrate experience in leading high-performing teams to achieve targets and deliver excellent customer service | E | AF, S |
|  | Strong track record of devising and implementing sales/recruitment strategies with evidence of growth and diversification of markets | E | AF, S, P |
|  | Extensive experience of working in a successful recruitment or sales environment | E | AF, S |
|  | Strong knowledge of the school and colleges sector | E | AF, S |
|  | Strong knowledge of the Higher Education policy context and market trends and their impact on student recruitment strategies | E | AF, S |
|  | Proven project management experience | E | AF, S |
|  | Budget management experience | E | AF, S |
|  | Extensive experience in using data and analytics to drive activity and measure return on investment | E | AF, S |
|  | Evidence of building, maintaining and developing effective working relationships at all levels with a range of internal and external stakeholders. | E | AF, S |
|  | Experience of working with our target market (e.g. 16-19 year olds) | D | AF, S |
|  | Experience of leading successful UK student recruitment in Higher Education | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent leadership and management skills | E | AF, S, P |
|  | Excellent communication skills (verbal and written) and presentation skills. | E | AF, S, P |
|  | Excellent interpersonal and negotiation skills with ability to influence others | E | AF, S P |
|  | Excellent organisational and project management skills | E | AF, S |
|  | Performance driven and ability to achieve targets in a pressurised environment | E | AF, S |
|  | Strong analytical skills and confidence in using data to target activity and measure return on investment | E | AF, S |
|  | High level of initiative and creative approach to problem solving | E | AF, S |
|  | Exceptional time management skills | E | AF, S |
|  | Computer literacy | E | AF, S |
| **3.** | **Qualifications, Education & Training** |  |  |
|  | Good degree in any discipline | E | AF |
|  | DBS disclosure | E | AF, S |
|  | Professional marketing/leadership qualification | D | AF |
|  | Full, clean driving license | D | AF |
| **4.** | **Other Requirements** |  |  |
|  | High level of professionalism with ability to command respect and credibility from all staff | E | AF, S, P |
|  | Drive for continuous improvement and highly motivated | E | AF, S |
|  | Must be willing and able to travel and work away from home as required. | E | AF, S |
|  | Willingness to work flexibly to meet demands of the role and work occasional evenings and weekends. | E | AF, S |

**Legend**

Rating of attribute: E = Essential; D = Desirable

Source of evidence: AF = Application Form; S = Selection Programme; P = Presentation

**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,164407,en.doc) **document in order to do this.** | | | |
| 1. International travel/Fieldwork |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants) |  |
| 1. Manual Handling (of loads/people) |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers) |  | 15. Working with sewage, drains, river or canal water |  |
| 1. Genetically Modified Organisms |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA |  | 17. Vibrating tools |  |
| 1. Night Working   (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment | x | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use, book sensitization etc) |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation | | 21. Contaminated soil/bio-aerosols |  |
| 10. Asbestos and lead | | 22. Nanomaterials | |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc) | | 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)** | Sarah Watkins |
| **Date** | 29/06/18 |
| **Extension number** | 2768 |

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.