

**JOB DESCRIPTION**

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| **Job Title** | Director of Student Recruitment & Admissions |
| **Service** | External Relations Directorate |
| **Grade** | Management Grade 1 |
| **Location** | Multi-site: Docklands campus with some activity at Stratford and USS |
| **Reporting to** | Vice-President (Engagement) & CMO |
| **Line management for** | Head of International, Head of UK Recruitment and Conversion, Head of Outreach & Access, Head of Admissions |
| **Key working relationships: Internal** | Staff across the External Relations Directorate (marketing, communications, digital, events, alumni), Academic schools, Academic Partnerships Office/Global Campus, Strategic Planning, delivery and data teams, Senior Leadership Group and services (including student services and registry), |
| **Key working relationships: External** | External Agencies |
| **Contract type/ Hours** | Permanent, Full time |

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**#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and future-focused careers-first vision is making a positive and significant impact to the communities we serve, inspiring our students, our staff, our alumni and our partners to reach their full potential.

Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we are implementing [Vision 2028](https://www.uel.ac.uk/impact) our ambitious 10-year strategy to reshape the face of education through collaborative initiatives alongside industry partners.

Our mission remains to foster inclusive pathways to career readiness for students of all backgrounds whilst driving positive change and measurable impact through our research, global partnerships, and innovative educational models.

Our [Rankings](https://www.uel.ac.uk/about/rankings-accreditations) highlights our commitment to excellence. We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. As the only University in London to have achieved Silver Awards in Athena Swan Gender Equality and in the Race Equality Charter, we continue our journey to address and reduce barriers to opportunity.

**EXTERNAL DIRECTORATE**

We have built an integrated multi award winning External Relations Directorate that has brought together several teams including Brand & Marketing, Communications & Public Relations, Corporate Engagement & Advancement, Student Recruitment & Conversion (home and international), Admissions, Outreach & Access, Design and Digital.

We are looking for leaders who will be part of embedding an innovative practice and a digital first mindset within our External Relations Directorate. We seek individuals who not only enjoy working in an agile environment but also demonstrate a willingness to embrace new technology and transformational change. Together, we aim to cultivate a culture of 'continuous next', staying updated with emerging technologies and best practice across the sector.

**JOB PURPOSE**

The Director of Student Recruitment and Admissions will provide a key visible cross-institutional leadership role ensuring the university’s financial sustainability, on and off campus student recruitment and income growth. They will hold overall responsibility for driving the delivery of the holistic data-driven student recruitment strategy, in line with our overall Vision 2028 Strategic Framework and aligned to the Growth & Diversification sub-strategy. They will have highly attuned analytical skills that will drive and influence decision making.

This post sits on the External Relations Senior Leadership Team. It will report to and work closely with the Vice-President (engagement) & CMO and the rest of the University's Senior Leadership Team, Academic Schools and Professional Service Departments to establish an integrated, digitally focused approach, working with our key partners to secure the development of the university’s key channels across the world.

The role includes the optimisation of the customer journey; building global brand equity; and committing to supporting and enabling the development of potential wherever and whenever it is found. They will work closely alongside marketing to develop the recruitment marketing strategy and input into campaigns and market specific content development that support the recruitment targets.

For this senior position we are looking for a driven and dynamic, customer and results-focused individual with relevant sector experience and a track record of success. They will have exceptional interpersonal skills and an ability to communicate effectively with people at all levels. An entrepreneurial flair together with a desire to seek out innovative and creative solutions is critical together with an expectation that the team will strive to move marketing and recruitment frontiers forwards, always in the best interests of our stakeholders.

**KEY DUTIES AND RESPONSIBILITIES**

**Student Recruitment & Admissions:**

* To work with the executive team, strategic development, academic schools and academic & employer partnerships on setting and reviewing on and off campus student recruitment targets including the university pathway provider and other products to achieve growth and diversification.
* To strategically lead multi-disciplinary recruitment teams to ensure modern and efficient practices which promotes student recruitment/outreach & access and optimises conversion and the student journey in the UK and around the world.
* Lead on the admissions strategy and embed an effective offer protocol which underpins the organisation’s student recruitment, business engagement and network-building priorities which propositions UEL as the university of choice.
* To keep up to date with external policy, evaluating trends, establishing SLA metrics and customer service standards, designing systems, automating processes, increasing efficiency, and implementing change (alongside digital change programme leads).
* Aligned to the University Access and Participation Plan, to ensure strategic delivery of our widening participation (WP) and access initiatives, supporting integrated pathways of education including bespoke WP programmes, summer schools, mentoring, the provision of information and advice and guidance which leads to progression to university programmes.
* Responsible for the oversight of the seamless experience across all steps of the prospective customer journey integrating other areas of the university (compliance, registry, academic schools) and to act as lead for the integrated late application and clearing strategy and operations.
* Develop short- and long-term plans/budgets whilst having an oversight of cost of acquisition for the recruitment and admissions programme and its activities, monitor progress, assure adherence, and evaluate performance.
* To lead on all on and off campus recruitment events, ensuring they align with the cross-institutional events calendar to create immersive experiences that are resource efficient and showcase a vibrant campus that will positively impact prospective students and support conversion activity.
* To work collaboratively with the alumni team to ensure we are effectively utilising our alumni throughout all core recruitment strategies and activities including core recruitment events at home and through the international chapters, UG to PG promotion and end to end feeder school promotion.
* Provide strategic input in the development of home and international scholarships to help focus fundraising efforts. Aligning to key recruitment strategies these should support key markets, diversification and areas of subject prioritisation linked to Vision 2028.

**Recruitment Marketing and Public Relations:**

* To brief and work with marketing to develop the integrated end-to-end student recruitment marketing, campaign and conversion strategy including UEL’s position in the marketplace with key stakeholders.
* Work collaboratively with the brand marketing team and strategic communications public relations team in building and increasing the UK and Global brand equity.
* Input and brief into marketing and communications market specific requirements messaging and toolkits to personalise the proposition and offering tailored to core markets and demographics.
* Ensuring content is accurate for recruitment markets across all channel’s web, CRM, social media, print and so on.

**Partnerships and stakeholder management:**

* To lead on strategic outreach and engagement activities across the prospective student stakeholder partners (schools/colleges, recruitment agents, sponsorships bodies and institutional partnerships).
* Work with business development and partnership teams at building the transnational education, internationalisation and Further Education strategies to support wider university objectives.
* Key account holder for the recruitment arm of the university pathway provider linked to Academic Partnership Office governance structure.

**Market Insight, Data Governance and reporting:**

* Data Governance role: Data owner for admissions and related recruitment information for all types of students and to work with colleagues where this sits outside of recruitment systems (registry, academic partnerships, impact & innovation).
* Market insight: Senior strategy lead on all aspects of student recruit and market insight to drive strategic decisions around portfolio development, tariffs, fees and other areas which ensure the university is appropriately positioned in the marketplace and alternative streams offer meets market needs.
* Working in collaboration with marketing and data team to deliver insight driven plans and to monitor, adapt report up to senior leadership teams and across to core university areas according to the admissions calendar.

**Process improvement, digital automation and change projects:**

* Work with colleagues across the institution to identify and prioritise candidates for business process review and the potential implementation of automation to streamline and enhance the prospective student journey
* Work collaboratively with the Change and Transformation team to identify and embed cutting edge AI and emerging digital technology to enhance and further personalise the prospective student journey.
* Work with colleagues across the institution to expedite the transition from a traditional sale focused model to an inbound customer focused model of recruitment.

**Leadership and Team Management:**

* To build effective relations and working in partnership with colleagues across both the academic and professional services arms of the institution.
* To work with the Vice-President (Engagement) & CMO and other individuals from the Senior Leadership Team to ensure that the organisation maintains an ability to access key relationships; to influence decision-makers; to ensure that key relationships are well managed across the organisation; and, to develop a clear, strong and targeted presence for the organisation, managing profile across key sectors and stakeholders.
* Write and present regular reports on activity, achievements and insights University Executive Board, Senior Leadership group and other core committees.
* As a member of the University’s Senior Leadership Group, play a proactive role in the broader operational and strategic direction of the University including representation on key University-wide groups and committees.
* Keep informed of developments in the fields of recruitment, market and data insight, marketing requirements, internationalisation, admissions and governance, (and the specific business of the Organisation) and use this information to help the Organisation operate with initiative and innovation.
* Develop & maintain a climate that promotes an agile working structure, attracts, retains and motivates top quality personnel, both paid and volunteer.
* Recruit, train, appraise, supervise, support, develop, promote and guide qualified personnel, both paid and volunteer.
* Build a positive service identity that is recognised by key internal stakeholders; develop a culture of continuous improvement, collaboration and business partnering within a newly formed service

The duties and responsibilities outlined above provide a general overview of the range of tasks that a **Director of Student Recruitment & Admissions** at the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

The below outlines the essential and desirable criteria required to perform the role effectively. Candidates will be shortlisted based on how closely they meet these criteria.

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| --- | --- | --- | --- |
| **Education and Qualifications** | **Essential** | **Desirable** | **Key** |
| A postgraduate degree, or equivalent experience |  |  | CV/CL/I |
| **Experience and Knowledge** |  |  |  |
| Significant demonstrable track record of working in or alongside the higher education sector or commercial organisations at senior management level in a student recruitment role. |  |  | CV/CL/I |
| Evidence of operating effectively at Senior Management level, with the ability to lead a high performing team |  |  | CV/CL/A |
| Extensive experience of leading, developing and implementing successful student recruitment strategies in the domestic and international markets with a track record of delivery against stretching targets |  |  | CV/CL/I |
| Strong business acumen and experience of managing complex large-scale operations within budget and to target |  |  | CV/CL |
| Strong understanding of the complexities of large higher education organisations and the local and national policy landscape and able to develop policy, initiate organisational change and implement vision. Understanding of regulations within the sector and how these influences and affects marketing and student recruitment |  |  | CV/CL |
| Experience of leading successful alumni relations engagement activities with prospective |  |  | CV/CL |
| Experience of developing, implementing, and monitoring the impact in outreach and engagement strategies with wide stakeholder groups. |  |  | CV/CL/I |
| Experience of managing high-level client relationships (CV/I) |  |  | CV/CL/I |
| Significant and demonstrable experience of leading and managing a team including the development of talent to deliver the organisation’s strategic objectives. |  |  | CV/CL/I |
| **Skills/Abilities** |  |  |  |
| Exceptional leadership skills, demonstrating emotional intelligence and resilience, thriving on challenges and remaining calm under pressure |  |  | CV/CL/I |
| Significant demonstrable ability to think strategically, deliver organisational strategy and gain ‘buy-in’ from relevant internal stakeholders, including staff |  |  | CV/CL/I |
| An excellent and persuasive communicator with the gravitas to be credible working at senior level and as a university spokesperson. |  |  | CV/CL/I |
| Analytical skills, including the ability to commission and interpret market research, and the statistical competence to analyse, interpret and communicate findings and recommendations. |  |  | CV/CL/I |
| Digitally focused and confident in using new/emerging technologies, with a willingness to utilise new platforms to enhance business operations |  |  | CV/CL/I |
| **Other Competencies** |  |  |  |
| Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment (I) |  |  | I |
| Comfortable working and adapting creatively in a changing environment (influenced by external regulatory and policy factors). |  |  | I |

Criteria tested by Key:

A = Application form C = CV CL = Cover Letter I = Interview

**Further Information:**

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

**Last updated**: 04 March 2025