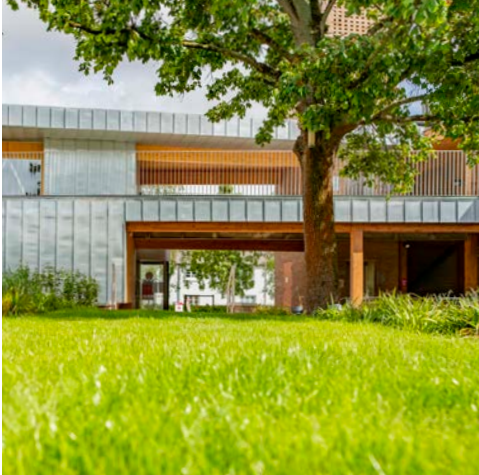
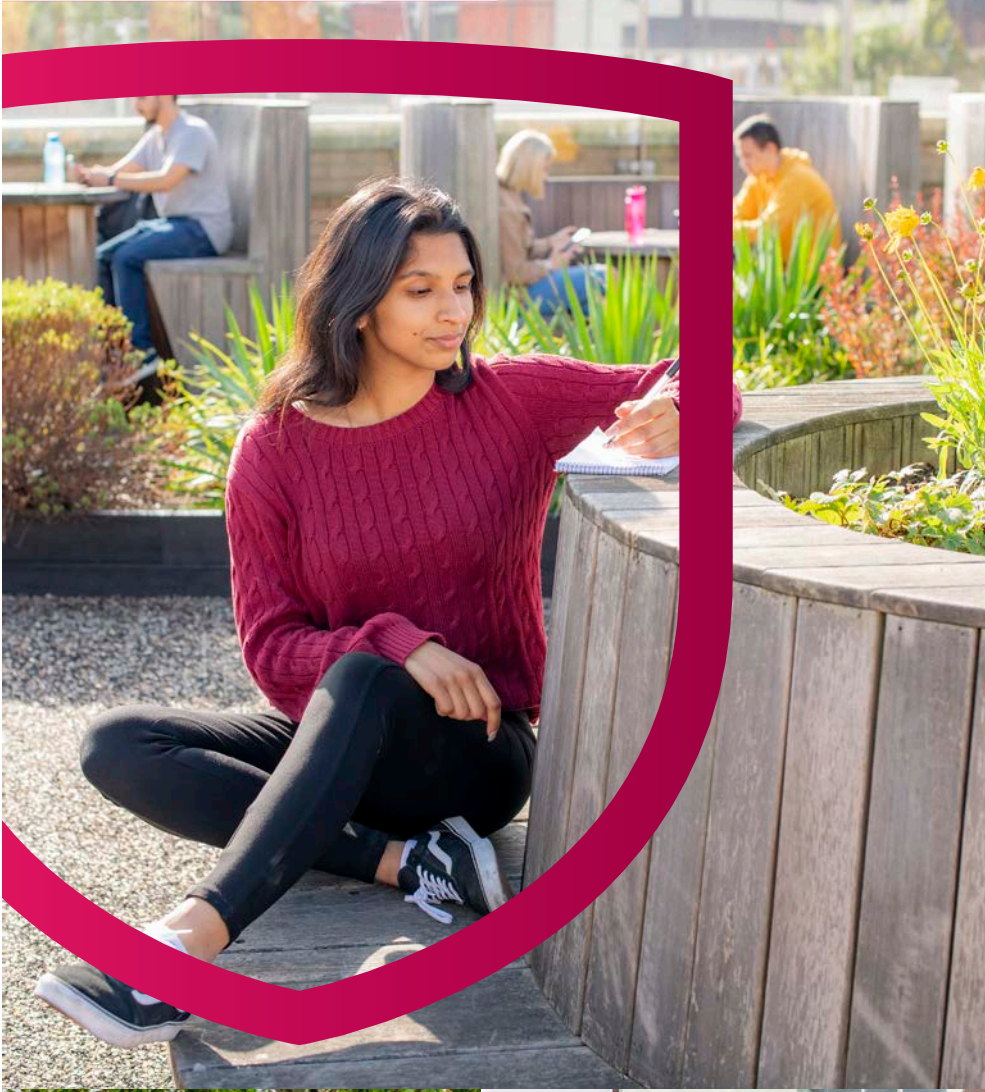




Nottingham Trent
University

**Director of
Recruitment, Marketing
and Communications.**
Doing things differently.





Thank you for your interest in Nottingham Trent University.



Thank you for your interest in the Director of Recruitment, Marketing and Communications role at Nottingham Trent University (NTU). I joined the University seven years ago, and I am very proud of the professional services leadership team we have established in that time. Working in collaboration with our academic colleagues, we have delivered unprecedented growth, development, and achievements at the University.

As our new director, you will be leading a fantastic team in our ongoing journey as one of the country's most successful and ambitious universities; an institution that is widely celebrated for its innovation, creativity, and inclusivity. You will report directly to me, and we will be working in close partnership.

Named 'Modern University of the Year' by The Times and The Sunday Times (2023), NTU is one of the most popular universities in the UK*, offering a student experience like no other. As our new director, you will have the license to be bold and to do things differently. You will work across the University's entire community to drive forward our strategy – 'University, reimaged' – and effectively position NTU to a wide range of audiences.

We are focussed on continuously improving our current students' experience, and on developing our global reputation and brand. We achieve this through impactful, data-driven marketing campaigns and student recruitment activities, ensuring NTU remains a destination of choice for prospective students from all study levels and backgrounds.

You will provide dynamic leadership for our creative, ambitious, and award-winning CAMS (Communications, Admissions, Marketing and Student Recruitment) team, implementing new ideas and innovations. Operationally, the team covers student recruitment marketing; admissions; open days and applicant engagement; internal and external communications; corporate and research marketing; brand and creative services; and web and digital content.

If you have the passion, knowledge, experience, and creativity to both consolidate and further develop our reputation as one of the UK's most ambitious universities, I am keen to hear from you.

Steve Denton
Chief Operating Officer and Registrar, Nottingham Trent University



Be part of something special

NTU has received a 'University of the Year' award in four of the past six years: Times Higher Education 'University of the Year' 2017; The Times and The Sunday Times 'Modern University of the Year' 2018, 'University of the Year' in The Guardian University Awards 2019; and, most recently, The Times and The Sunday Times 'Modern University of the Year' 2023.

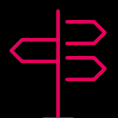
With a host of accolades and accomplishments, this is an exciting time to shape the recruitment, marketing and communications strategy at one the UK's most talked-about universities.



We are recognised as one of the world's top universities for sustainability, listed 2nd in the UI GreenMetric World Rankings 2022. Over the past two years, NTU has helped local businesses to reduce their carbon emissions by 950 tonnes – the equivalent output of 80 double-decker buses.



83% of NTU's research activity is classed as world-leading or internationally excellent (Research Excellence Framework 2021). Our research gained royal recognition in 2021 with the Queen's Anniversary Prize: the highest national research honour for a UK university.



25% of our students come from households with a combined income of £15,000 or less. We were the first university to sign up to the Government's Social Mobility Pledge, demonstrating our commitment to young people from disadvantaged backgrounds.



NTU is one of the UK's most employment-focused universities, with 100% of our courses providing work-related experience as part of the curriculum. Our Graduate Employment Promise guarantees graduates a paid internship to kickstart their career if they are unemployed 12 months after graduation.



The key opportunities are:



Driving the strategy

As a member of the University Leadership Team (ULT), you will make a significant contribution to the strategic direction of the University, and in particular the delivery of our strategic plan – ‘University, reimagined’.



Ambitious student recruitment targets

NTU has seen impressive growth in student numbers in recent years across all markets. This post will shape marketing, communication and student recruitment plans to effectively position NTU as a destination of choice for a wide range of audiences. It will support student recruitment across all levels, whilst articulating a strategy for maintaining the quality of our intake. You’ll work closely with colleagues in the International Development Office to ensure our brand profile and recruitment messages are promoted worldwide, as well as in the UK.



Growing our international reputation

NTU’s story is well-known in the UK. The next stage of development is to enhance our profile and reputation across the world. You’ll help us to identify key markets that will grow our influence and global position. In an increasingly competitive arena, you’ll help position NTU as a leading choice for collaboration, work, or study.



Stakeholder engagement

By taking a more strategic approach to stakeholder management, we are engaging new audiences and raising our brand profile locally, nationally and globally. Through innovative collaborations such as the Universities for Nottingham initiative, we are pulling together expertise from both universities and mobilising advocates in areas of key importance to improve the lives of people in our community. With your help, we will utilise our networks and engage with key stakeholders to support objectives in areas such as place marketing, fundraising, community engagement, business development, and research.



Our campuses

Based across multiple distinct and characterful locations, our campuses and facilities are a key part of our success. That's why we're investing £250m across our sites over the next five years.



**We're
investing
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City Campus

At the City Campus, you will find stunning Grade II-listed buildings such as Waverley, Newton and Arkwright, nestled alongside impressive modern architecture complete with living walls and picturesque roof terraces.



Clifton Campus

With beautiful open spaces and outstanding facilities, the Clifton Campus is a world of its own. Here you will find some of the UK's most impressive science and technology labs, as well as fantastic teaching spaces and a vast array of indoor and outdoor sports facilities.



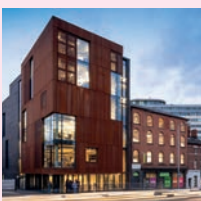
Brackenhurst Campus

Located just outside the beautiful rural market town of Southwell, the Brackenhurst Campus offers a fascinating juxtaposition of nature and science. Key facilities include a 500-acre outdoor classroom, climate-controlled greenhouses and polytunnels, a veterinary nursing centre, and multiple state-of-the-art laboratories.



Mansfield Hub

Based at Vision West Nottinghamshire College in Mansfield, our £6.5m site opened in 2020 and provides a range of programmes to meet the needs of residents and employers in the area. Facilities include a cutting-edge training suite for clinical practitioners, a sports science laboratory, lecture theatres, and flexible study spaces.



Confetti

Based at the heart of Nottingham's burgeoning arts scene at the Creative Quarter Campus, Confetti offers students access to the very best teaching, technology, studios and equipment that the creative sector has to offer. Opening its doors from 2023, Confetti London will be a specialist centre for digital arts, production and performance in Whitechapel, London. Confetti London will offer a range of undergraduate and postgraduate courses in one of the most creative and exciting districts in the city.



Our city

From stunning country parks to bustling city streets, Nottingham is a city that's bursting with character.

With some of the country's best art galleries, music venues, restaurants and events, it is easy to see why Nottingham is a top-10 UK city (QS 2022) attracting over 40,000 students every year.

Nottingham boasts a £12.1 billion economy, with £1 billion currently being reinvested into the city's travel and business infrastructure. It offers excellent transport links and close proximity to East Midlands Airport, giving you easy access to countless destinations across the UK, Europe, and beyond.

Home of history

From what many argue is one of the UK's oldest taverns, to the Michelin-starred restaurants Alchemilla and Sat Bains, there's something for every taste. If shopping is your passion, then you are in for a treat as our retail options have seen us ranked 5th in the UK for the quality of our retail experience. And we don't even need to mention local legend Robin Hood, or his homestead, Sherwood Forest, which is just over 20 miles away and makes for the perfect day out.



Where hustle becomes hushed

Known for its beautiful green spaces, over 20% of Nottingham is devoted to public parks and gardens. A relaxing stroll or bike ride is never too far away, from stunning nature reserves to rolling hills. Our castles, caves and cultural attractions unite the past and present, providing a fascinating place to explore.

Land of heroes

We're a city of sporting legends – from the oldest professional football club in the world, to sporting giants like Carl Froch, Rebecca Adlington and Stuart Broad. With the world-famous Trent Bridge cricket ground, plus the National Water Sports Centre and many country parks, Nottingham is as varied as it is dynamic.

A sensible choice, for head and heart

Choosing a destination for a new home is not just about the culture and transport options: it has to provide you with a good quality of day-to-day life. With living expenses being around five to seven percent lower than the UK average, you will find your income goes that little bit further in Nottingham. Whether you are looking to buy or rent, property across the city stretches from airy loft conversions in the historic Lace Market, to modern riverside apartments. For a family-friendly area, West Bridgford, Mapperley or Beeston might suit your needs, or perhaps one of the gothic Victorian mansions in the Park Estate.

Nottingham is the perfect setting for an exciting new opportunity. If you haven't made your mind up already, visit www.ntu.ac.uk/nottingham and see why it makes the perfect home.



University strategy

The University's strategic plan, **University, reimagined**, was developed in close partnership with our colleagues, students and stakeholders.

It articulates our ambitions across six themes (which are written from the perspective of 2025 looking back on what we have achieved by then):



Creating Opportunity

We have pursued personalisation of student experience above and beyond expectations. Every student has the potential to develop the knowledge, skills and resilience they seek to create meaning and purpose in their lives. Our global community of lifelong learners has access to flexible courses of equal quality to our celebrated campus provision. The University's delivery of social mobility through parity of outcomes has bestowed international recognition.



Valuing Ideas

We have defined, resourced, and promoted a compelling portfolio of world-class research and innovation. We have created new ways for collaborators to share in the spirit of creativity and curiosity that characterises our research, scholarship and practice.



Enriching Society

NTU is a widely acknowledged force for good in economic, social and cultural development. We collaborate with those who, like us, want to address the key challenges of our times and our places.



Embracing Sustainability

NTU has curated an intergenerational conversation with our students, colleagues, and stakeholders; we are recognised to be the most socially, economically and environmentally responsible university in the UK.



Connecting Globally

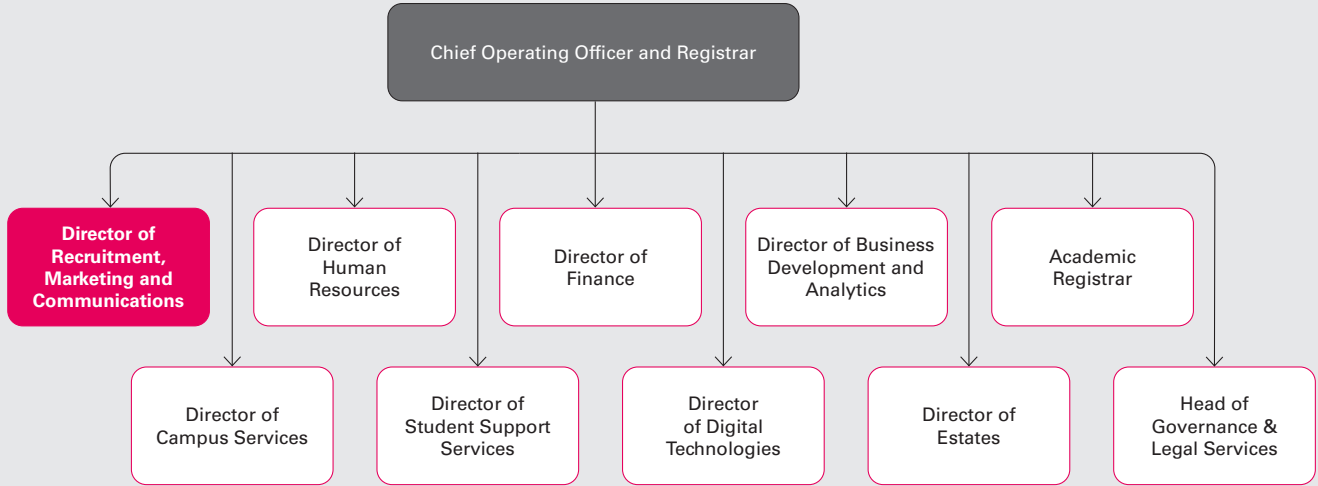
We have gained renown for our truly global perspective. We are not restricted by borders or boundaries and work together to deepen and share our insights and understanding of our world for the benefit of the planet and all its inhabitants.



Empowering People

Distinctive and disruptive, we have empowered people to do the right thing. We have been bold in pursuing novel solutions and taking unfamiliar paths.

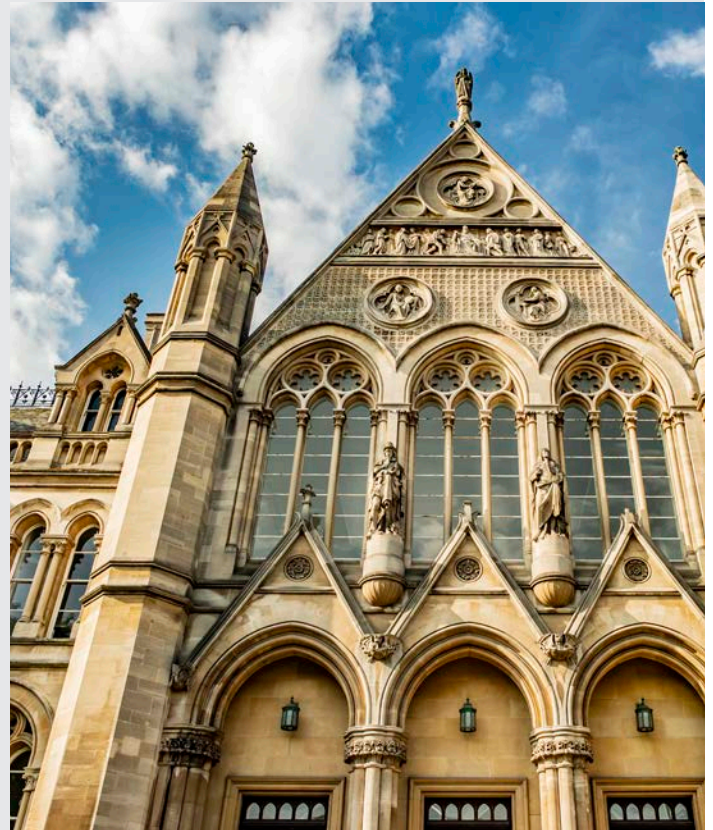
Structure



The University has eight academic Schools:

- Nottingham Business School
- Nottingham Law School
- Nottingham School of Art & Design
- School of Architecture, Design and the Built Environment
- School of Science and Technology
- School of Animal Rural and Environmental Sciences
- School of Social Sciences
- School of Arts and Humanities

Coupled with a hub at Mansfield and partnered with Confetti, NTU covers a number of FE courses, an extensive undergraduate offer, and one of the largest postgraduate portfolios in the UK.





Department introduction

Winner of the HEIST ‘Marketing Team of the Year’ 2023, the Department of Communications, Admissions, Marketing and Student Recruitment (CAMS) is on track to becoming a best-in-class, integrated, agile, data-driven and sector-leading team.

Adopting a digital-first approach, we aim to be inclusive, sustainable and innovative in all that we do to engage with our audiences.

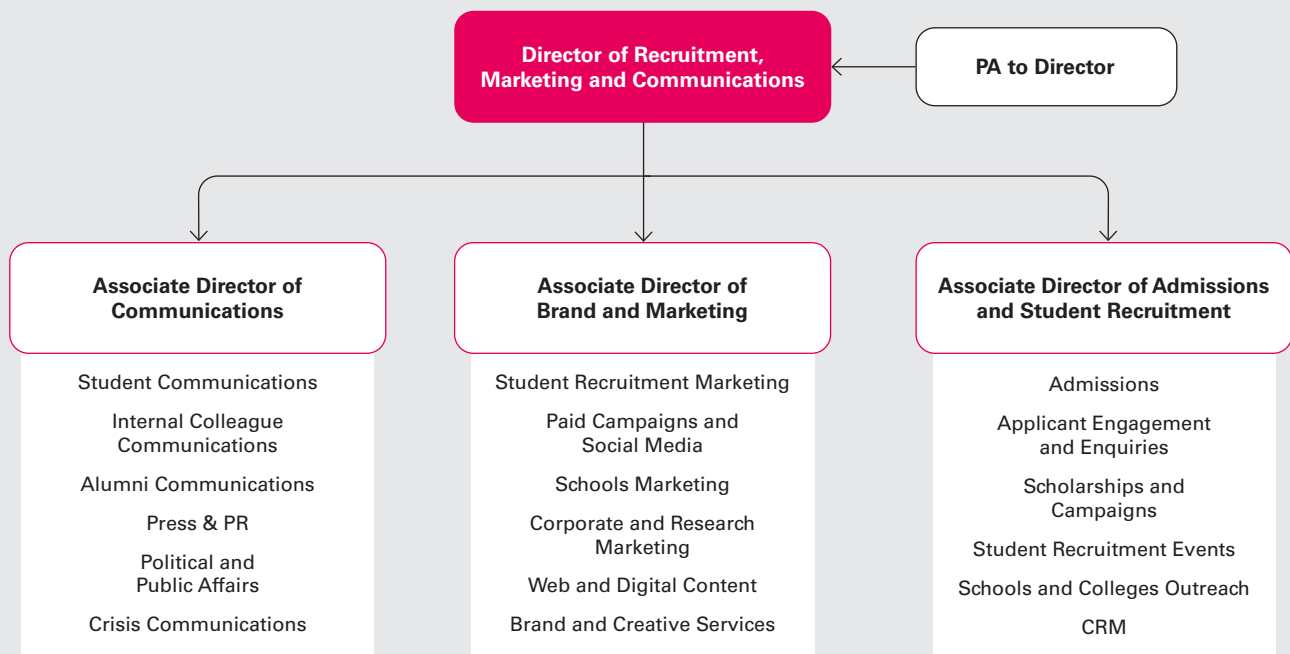
- Inclusive and audience-focused
- Integrate and optimise (COPE*)
- Digital-first approach
- Data-driven and evidence-based
- Continuous improvement – review and refine
- Priorities linked to strategic ambitions

“
From good
to great
”

Scope

As a department, we are responsible for driving forward NTU’s reputation and brand, as well as increasing engagement and action with relevant target audiences.

By working closely with a number of internal and external stakeholders, we are supporting NTU’s ambition to become the University of the future. Our strategic priorities span student recruitment, admissions, student experience, public affairs, communications, commercial, research marketing and reputational priorities and activities. The CAMS team has circa 170 colleagues across a range of operational areas, and commands a sizeable budget.



Inspiring new audiences through creativity and innovation. Doing things differently.

“

I'm very lucky in my job as I get to do the one thing I couldn't live without – being creative! It's a big responsibility being in a position where you are relied upon for coming up with creative ideas and solutions on a daily basis, but it's something I thoroughly enjoy.

I'm also lucky to be part of a close-knit team who all pull together and support each other. When needed, we work together on creative projects with equal voices and are always there to help each other out.

”

Will
Creative Manager



Using the latest technologies to tell our story. Doing things differently.

“

What makes my job so great is the variety of work that comes through – no two days are the same. One day I could be redesigning webpages and the next, I could be doing something completely different like analysing a campaign or an area of our website.

NTU is a diverse university with so much to offer and there's heaps of passion across the board, that's why I think it's a special place to work.

”

Dhara
Digital Content Officer



Director of Recruitment, Marketing and Communications

Job description

Role purpose

Lead the communications, admissions, marketing and student recruitment (CAMS) department to deliver the University's strategic objectives and targets, whilst strengthening and building NTU's reputation across all demographics and stakeholder groups.

Key accountabilities

Student Recruitment and Admissions:

- Lead, contribute and support new initiatives and admissions strategies to enhance student recruitment to meet targets
- Provide expert advice to the University Executive and Leadership Teams in relation to student recruitment strategies, targets and portfolio development
- Provide a range of student-centric and personalised applicant engagement approaches to deliver a best-in-sector applicant experience, including exceptional open day and offer holder day experiences for prospective students and influencers
- Shape and lead a schools and colleges outreach growth strategy to widen NTU's footprint locally and nationally and build awareness and advocacy with teachers and advisors

Marketing:

- Champion the ongoing development of NTU's brand positioning and global brand strategy, ensuring NTU continues to develop and strengthen its market proposition
- Develop and implement best practice and a digital-first approach to innovative marketing campaigns, demonstrating how they enhance awareness and conversion
- Drive the external promotion of our impact, uniting every aspect that NTU has to offer (teaching, research, innovation, commercial, student experience, enterprise and business support activity) through excellent business partnering and stakeholder management
- In collaboration with local partners, identify opportunities through place marketing activity to enhance and maximise the city and county's reputation to support student recruitment and business / employer engagement

Communications:

- Develop and implement innovative approaches to communications to all our internal and external audiences to enhance our reach whilst protecting and building our reputation
- Enhance the current student experience by showcasing the very best NTU has to offer, evidenced by internal and sector-wide metrics
- Play a critical role in NTU's public affairs and lobbying activities, allowing us to identify opportunities to influence and engage with local, regional and national policy and decision-making and to orchestrate suitable opportunities for partnership communications to further support the University to achieve its strategic aims
- Advise on corporate-level communications during crises / major incidents

Person specification

Qualifications:

- A good honours degree or equivalent professional qualification
- A higher degree and a management qualification in a relevant subject area would be desirable
- Membership of a relevant professional body would be desirable

Experience:

- Experience of leading and managing at least one, or combined, areas of a strategic marketing, recruitment and communications in a large, complex university or director-level experience in a smaller university, both with evidence of success in student recruitment
- A detailed understanding of student recruitment and conversion activity and evidence of successful delivery of growth across UG / PGT / PGR / FT / PT / Apprenticeships / Executive Education
- Expertise in leadership of complex digital and dynamic marketing and social media campaigns
- Experience of financial planning and managing significant budgets effectively
- A good understanding of the domestic and international context in which the University operates

Abilities:

- Strategic thinker with highly developed analytical skills
- Excellent communication skills with the ability to persuade and influence internal senior stakeholders and decision-making
- Able and confident to represent the University externally with authority on all strategic areas, and not just your own portfolio
- Significant experience of building effective networks across sector, organisational boundaries and working in partnership to develop mutually agreeable strategic solutions
- Dynamic and visionary leader able to motivate, inspire and align high-performing multi-disciplinary and cross-functional teams

How to apply

Next steps

Anderson Quigley is acting as an employment advisor to Nottingham Trent University. An executive search process is being carried out by Anderson Quigley in addition to the public advertisement.

Should you wish to discuss the role in strict confidence, please contact **Carolyn Coates** on **+44 (0)7825 871 944**, carolyn@andersonquigley.com or **Ed Pritchard** on **+44 (0)7873 218 380**, ed@andersonquigley.com.

The closing date for applications is midday on **Monday 22 May 2023**

Applications should consist of:

- a full CV
- a covering letter (maximum of three pages) outlining how you meet the points under the person specification
- details of two referees, though please note that we will not approach referees without your prior consent and only should you be shortlisted.

Completed applications should be uploaded at www.andersonquigley.com using the reference number **AQ1863**.



Nottingham Trent
University

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