

Job Description

Job title: Associate Director of Future Students

Faculty/ Directorate: Marketing and Communications

Grade: Senior

Role profile: Executive

Full time (37 hours per week), Permanent



	Duties of the role
Overall purpose of the role	<p>To provide senior leadership of the university's Future Students services, comprising fair access activities, schools engagement, enquiry management and admissions.</p> <p>To lead exceptional services for our future students from first point of contact, ensuring a seamless, high quality and competitive service, raising aspirations to university study amongst groups under represented at the university, encouraging applications and ensuring applicant-centred, efficient and effective admissions processes for all student markets (including overseas).</p> <p>To act as an expert advisor to the university's leadership team, and translate corporate strategy into recruitment and admissions strategy and operations.</p>
Main duties and responsibilities	<p>General</p> <p>Maintain excellent knowledge of student recruitment, admissions and access trends, policy and practice, offer expert advice and analysis to the University's Leadership Board and other relevant colleagues at all levels.</p> <p>Lead and develop Future Students staff, to ensure high quality and innovative services.</p> <p>As a member of the Marketing and Communications Senior Leadership team, contribute to the development and delivery of Marketing and Communications strategy and operational plans. Make a positive contribution to the Directorate at senior level and represent the Directorate at internal and external forums as required</p> <p>Effectively manage budgets.</p> <p>Identify and implement service improvements across institutional recruitment activity</p> <p>Undertake data analysis, using management information and intelligence to inform strategy</p> <p>Work with teams across the university to understand requirements and recommend strategies for effective recruitment and admissions.</p> <p>Recruitment strategy</p> <p>Lead and be responsible for the development and implementation of the university's recruitment strategy.</p> <p>Make a significant strategic contribution to the university's Access strategy and Access and Participation Plan.</p> <p>Lead the development, embedding and ongoing management of the university's Admissions policy</p> <p>Support the PVC International and International Office in the development and delivery of international recruitment strategy.</p> <p>Develop appropriate selection processes including academic colleagues as appropriate.</p> <p>Commission, analyse and share effective and timely data and Management Information regarding admissions and recruitment.</p>

Future Students services

Lead the cross-institutional development of schools liaison and fair access plans and delivery, supporting delivery of the institution's access and recruitment targets.

Ensure highly innovative and creative approaches, securing significant competitive advantage for DMU.

Duties of the role

To offer expert advice on activities to engage future students and admissions process to faculty and other colleagues

Lead the cross-institutional delivery of an applicant focused and effective admissions processes and systems, supporting the delivery of student recruitment targets for all markets and types of provision.

To lead the university's Clearing activities, working across faculties and professional services to ensure a sector-leading operation and meet student number targets.

To ensure the team's resources are most effectively mobilised in serving the requirements of the university's strategy, The Empowering University

To lead the university's relationship with UCAS, maximising the benefits of the relationship for the institution and positively influencing policy and service developments.

To ensure compliance with all relevant legislation and regulatory requirements, eg UK Immigration.

To lead on partnerships supporting schools engagement and fair access, on behalf of the university

To influence national developments, including taking an active role in, and representing the university within, external professional networks.

Other

Perform any other duties commensurate with the job grade as reasonably required from time to time

Frequent irregular hours will be required to support marketing activities (e.g. Saturday Open Days), and overseas travel will be a requirement of the role.

Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.

The post holder is required to minimise environmental impact in the performance of the role, seek to promote environmental sustainability within area of responsibility and actively contribute to the delivery of the DMU Environmental Policy.

Person Specification

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Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
Experience						
	Experience of successfully leading and developing recruitment and/or admissions services for a large, complex organisation	E		X	X	
	A detailed awareness of the Higher Education sector and specifically an understanding of the strategic picture relating to student recruitment and admissions, including overseas recruitment	E		X	X	
	Experience of the tools and systems underpinning recruitment and admissions services within a university, and ability to drive improvements and efficiencies	E		X	X	
	Experience of managing third party relationships	E		X	X	
	Experience of budget management £500K+	E		X	X	
Skills, abilities and knowledge	Ability to translate corporate strategy to operational plans	E		X	X	
	Outstanding project management skills	E		X	X	
	Ability to lead teams positively through change and drive service improvements	E		X	X	
	Ability to commission and understand data and management information, and report on key information to senior management	E		X	X	

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Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
	Outstanding negotiation and influencing skills	E	X	X		
	Proven ability to lead change	E	X	X		
	Ability to develop and maintain successful relationships with internal and external stakeholders, including at Executive level	E	X	X		
Education	First degree or relevant senior professional experience	E	X			X
Other requirements	Willingness and ability to work irregular hours (evenings and weekends) as required, particularly when participating in open days	E	X	X		

*A = Application Form; I = Interview; T = Test; D = Documentary Evidence