



Nottingham Trent
University

Executive Director of Communications, Alumni Relations, Marketing and Student Recruitment (CAMS)

Doing things differently





Thank you for your interest in Nottingham Trent University



Thank you for your interest in the Executive Director of Communications, Alumni Relations, Marketing and Student Recruitment (CAMS) role at Nottingham Trent University (NTU). I joined the University 10 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 and our students, we have been through a period of unprecedented growth and achievements at the University.

As our new Executive Director, you will be leading a fantastic team as we continue to strive to be 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.

This appointment comes at a pivotal moment for NTU, and the forthcoming implementation of our new five-year strategy will continue to place students firmly at the heart of our ambitions.

As our new Executive 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 new strategy and effectively position NTU to a wide range of local, regional and global audiences. Through impactful, data-driven marketing campaigns and student recruitment activities, you will ensure NTU remains a destination of choice for prospective students from all study levels and backgrounds. You will also lead on translating our great research into global impact and reputation.

You will provide dynamic leadership for our creative, ambitious, and award-winning CAMS team, implementing new ideas and innovations. Operationally, the team covers global student recruitment; admissions; open days and applicant engagement; internal and external communications; marketing; brand and creative services; web and digital content; social media; and alumni relations and philanthropy.

If you have the passion, knowledge, experience, and creativity to 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

It takes excellent leadership and a strong sense of community to create an award-winning university, and we are justly proud of our achievements.

At NTU, we do things differently. A global reputation for innovation; inspirational teaching; outstanding student support; and life-changing research that answers society's most pressing questions.

All of this is reflected in our five 'University of the Year' awards, our ranking as 3rd Best University in the UK (Uni Compare 2027), and our place among the Top 5 UK Universities in the Whatuni Student Choice Awards 2026.



NTU has been rated Gold for teaching in the Teaching Excellence Framework (TEF) and voted 1st in the UK for course quality (Uni Compare 2027). Our courses are shaped by industry and public sector partners, informed by research and designed with students in mind. Students learn from experts in their field and gain the knowledge, skills and experience employers are looking for.



83% of NTU's research activity is classed as world-leading or internationally excellent (Research Excellence Framework 2021). Our strategic research themes address some of the most pressing challenges of our time, from pioneering sustainable farming methods to helping people maintain their independence as they age. Together, they reflect the breadth of our research and the positive difference it makes.



We are ranked in the Top 5 in the UK for employability (Uni Compare 2027). Through placements, work experience, industry connections and tailored careers support, we help students build the confidence, experience and skills to succeed after graduation.



We have been awarded 5 stars overall, and 5 stars for Teaching, Employability, Global Engagement and Facilities (QS Stars 2025), recognising the exceptional experience and opportunities we provide for our students.



Our campuses

Based across five distinct and characterful locations in and around Nottingham, Nottinghamshire and London, our campuses and facilities are a key part of our success.



City Campus

Our City Campus is a focal point of Nottingham's skyline, with stunning Grade-II listed structures such as the Newton and Arkwright buildings standing alongside bold, stylish developments like our Design & Digital Arts building. Just a stone's throw away, the University helps drive growth for creative and digital businesses in places like Hockley, the Lace Market and Sneinton Market.



Clifton Campus

With beautiful outdoor spaces and outstanding facilities, Clifton Campus is home to specialist science and technology laboratories, diverse teaching spaces, comfortable study and leisure areas, and a vast array of indoor and outdoor sports facilities. The Health & Allied Professions Centre supports world-class teaching, scholarship, research and innovation, while our Engineering building and the Medical Technologies Innovation Facility (MTIF) strengthen Clifton's position as a hub for innovation, applied research, and industry collaboration.



Brackenhurst Campus

Located just outside the picturesque market town of Southwell, our Brackenhurst Campus offers a fascinating juxtaposition of nature and science. At the centre of the campus is the iconic Main Hall. Venture further, and you'll find climate-controlled greenhouses and polytunnels, a veterinary nursing centre, our equestrian facilities, state-of-the-art laboratories, and even a working farm.



NTU London

Our London Campus is a specialist centre for digital arts, production and performance in Whitechapel. It mirrors the vision and ambition of our Nottingham facilities, with the added bonus of direct access to the capital's creative industries.



NTU Mansfield

Located just outside of Mansfield town, the Mansfield Hub – developed in partnership with West Nottinghamshire College – provides a range of education and training to local students and employers, with courses and qualifications from levels 3 to 7.



Our city

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

With some of the country's best art galleries, music venues, restaurants and events, it's easy to see why Nottingham is one of the UK's top 10 student cities (QS Best Student Cities 2026), attracting well over 60,000 students every year.

Known throughout the world for the famous legend of Robin Hood, today Nottingham is a dynamic creative hub. Our castles, caves and cultural attractions unite the past and present, making Nottingham a fascinating place to live. The city also offers excellent transport links, with East Midlands Airport giving you easy access to countless destinations across the UK, Europe and beyond.

Life in the city

From Michelin-starred restaurants like Alchemilla and Restaurant Sat Bains, to casual eateries and some of England's oldest pubs, there's something here to suit every taste. Sitting alongside its varied hospitality scene, Nottingham's lively shopping streets offer everything from high street favourites to designer labels and sophisticated independent stores. The city centre is a hub of activity day and night, and it is right on the doorstep of our City Campus.

Where hustle becomes hushed

Over 20% of Nottingham is devoted to public parks and gardens, while rolling hills, peaceful nature reserves and luscious woodland – including Sherwood Forest, home to the legendary Robin Hood – all lie just outside the city itself. The Peak District National Park and a range of National Trust and Visit England sites are all easily accessible from Nottingham, too.

Local legends

Nottingham is the proud hometown of several legends, like Carl Froch, Torvill and Dean, and Stuart Broad. We are truly a city of sport, home to the

world's oldest professional football club, and a club competing at the highest level in the Premier League. Nottingham hosts several internationally recognised stadia - including the iconic Trent Bridge cricket ground - as well as popular venues for horse racing, ice hockey, watersports, and more.

A sensible choice for head and heart

Choosing a destination for a new home is a big decision, with many factors to consider. Whether you are looking to buy or rent, the city offers a diverse range of properties in vibrant urban settings, scenic riverside locations, and welcoming residential neighbourhoods. Areas such as West Bridgford, Mapperley and Beeston are popular choices for those seeking a community-oriented environment, while the historic charm of the Park Estate provides a distinctive sense of character.

Cultural treasures

Nottingham's history is rich, and the city is dotted with historic hotspots to explore like Nottingham Castle, the National Justice Museum, and a fascinating underground cave network. Our present-day cultural scene is just as vibrant, including art at Nottingham Contemporary, theatre at Nottingham Playhouse, music at Motorpoint Arena, and a host of intimate venues spanning every genre.

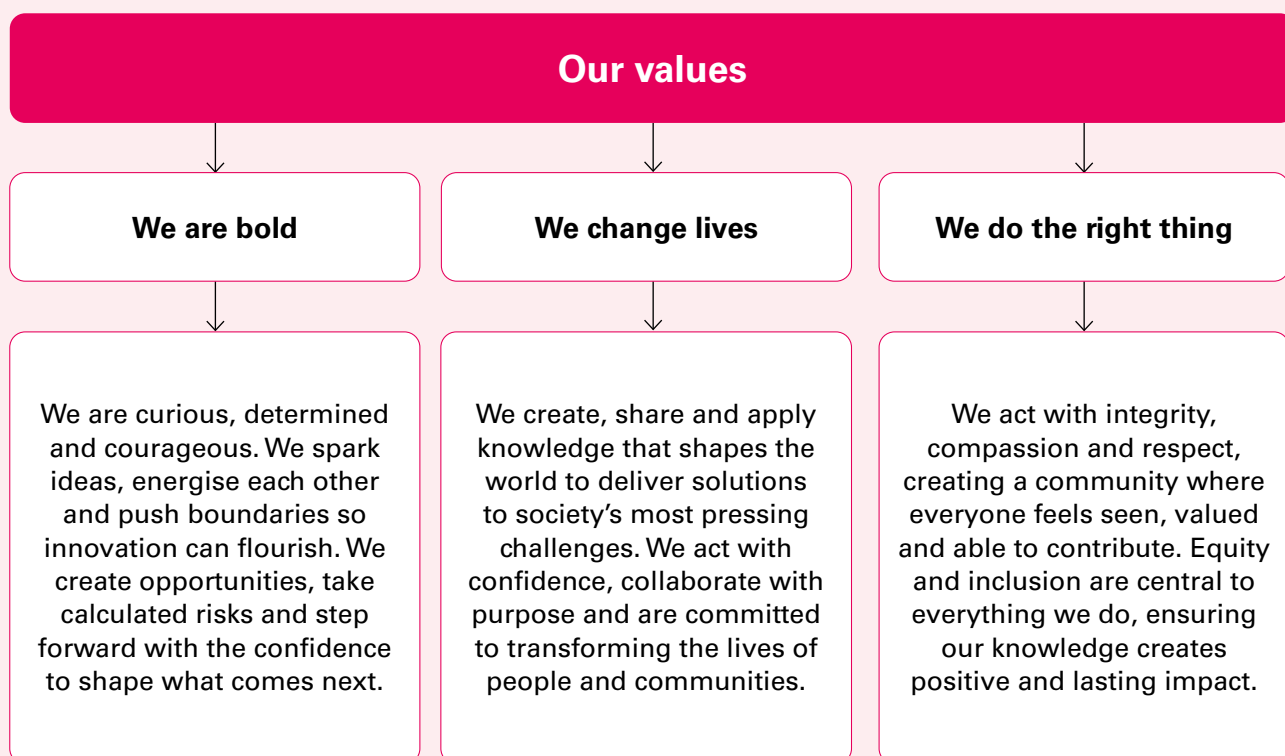


make wreath full back

Our values

Our values shape how we approach work at NTU, in support of our strategic ambitions.

When you apply to NTU, you're not just applying for a role — you're joining a community driven by shared values and a commitment to doing meaningful work, the right way.



Our academic schools

Each of our seven academic schools have their own sense of community and character, built on enthusiasm, expertise, opportunities and award-winning support.

Our academic schools

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



Key opportunities

Strengthen the NTU brand

There is an opportunity to move our university beyond simple promotion to a stronger narrative that better reflects the depth of our academic and research calibre. By constructing a cohesive brand identity, it will resonate with all stakeholders: from current students and staff to alumni, donors, and civic and research partners. Capturing and sharing our most authentic, impactful stories is key and they will underpin campaigns that showcase our world-class research, student success, and societal contributions, fostering institutional pride and brand prestige.

Leading people

The Executive Director of CAMS models NTU's values and leadership behaviours to build an innovative, high performing and supportive environment. The role empowers colleagues across the CAMS portfolio, and collaborates with senior academic and professional services leaders to deliver excellence in student recruitment, marketing, communications, admissions, alumni relations and philanthropy.

Growing our international reputation

By leveraging our 250,000+ strong alumni, and working alongside our international agents and partners, there is a key opportunity to better define and share NTU's story around the world. As global markets continue to shift, accompanied by a rapidly changing compliance landscape, you will define and target key markets to grow our influence, positioning the University as a leading choice for collaboration, work and study.

Leveraging AI and digital advancements

There is potential to guide colleagues across CAMS to embed AI and modern digital tools in their respective areas to deliver personalised and impactful journeys for our future students (from first point of contact through to alumni), improving engagement, customer experience and conversion to enrolment. By mixing great storytelling with smart technology, you will keep our marketing fresh, deliver strong growth and ensure NTU stays ahead of the competition.



About you

You will be an accomplished, values-led leader with the vision, credibility and strategic capability to shape and lead Nottingham Trent University's Communications, Alumni Relations, Marketing and Student Recruitment (CAMS) service.

You will be able to bring together the wide breadth of CAMS' capabilities to deliver exceptional outcomes that drive the future growth of NTU. You will provide strategic direction, lead complex transformation and unite diverse professional communities behind a shared vision for excellence.

You will be able to:



Provide strategic leadership for a vital service, creating and delivering a plan that aligns CAMS services with NTU's new five-year strategy.



Influence across organisational boundaries, building productive partnerships with academic colleagues, professional services, students and external stakeholders to advance strategic priorities.



Lead continued operational transformation, modernising ways of working (including embedding AI-powered tools) and ensuring a high-performing service that delivers impact and effectiveness.



Strengthen the shared sense of purpose and prioritisation of efforts across the team, recognising that a successful operation depends as much on effective leadership and culture as it does on structures and systems.



Champion a user-first approach to marketing, engagement and student recruitment, ensuring efforts meet the needs of our target audiences. You will demonstrate a track record of driving innovation, growth and service excellence to deliver sector-leading marketing efforts.



Creatively identify opportunities, and rapidly evidence and deliver initiatives, that improve NTU's competitiveness, particularly across student recruitment.



Take a data and insight-driven approach to all decision-making, measuring and reporting on ROI, and incrementally improving approaches across the team.



Create the conditions for collaboration, innovation and high performance, ensuring that people, technologies, resources and processes operate as a coherent whole focused on delivering exceptional outcomes.



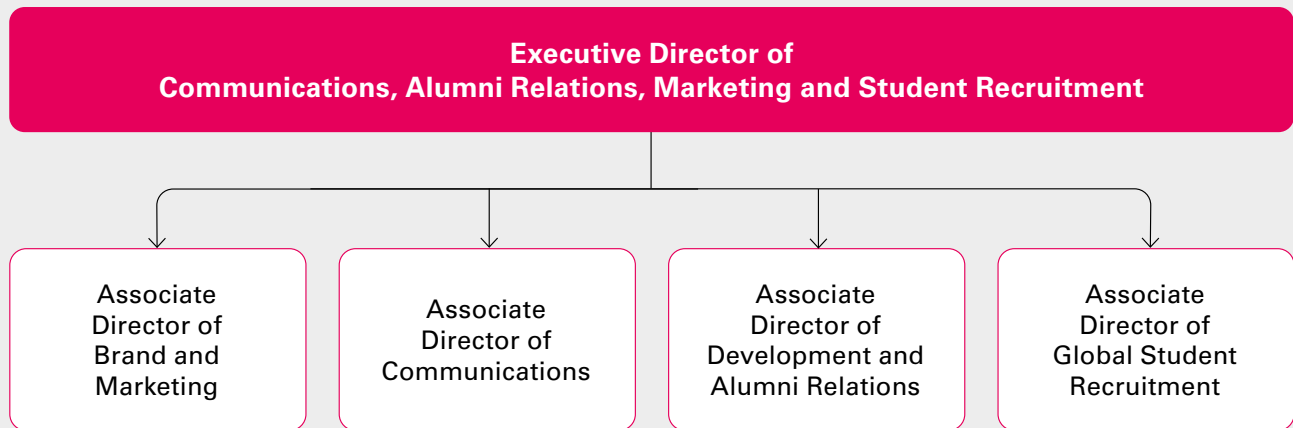
Empower leaders and specialist experts to uphold professional standards, advance their disciplines and drive continuous improvement.

[Click here to view the full Job Description and Person Specification](#)



You will be an authentic, visible and empowering leader able to build a high-performing, integrated culture and harness the strengths of CAMS to deliver lasting strategic value for Nottingham Trent University.

CAMS directorate structure



Department overview

Brand, Marketing and Digital

- Brand, Content and Creative Services
- Social Media
- Digital Marketing Campaigns
- Student Recruitment Marketing
- Schools Marketing
- Web and Digital

Communications

- Internal Communications - Student, Alumni and Colleague
- Press and Public Relations
- Research Communications
- Political and Public Affairs
- Crisis Communications

Development and Alumni Relations

- Alumni Relations
- Community Fundraising
- Development Operations
- Philanthropy
- Regular Giving

Global Student Recruitment

- Admissions and Applicant Services
- Agent Management
- Schools and Colleges Liaison
- Student Recruitment Events
- International Recruitment Operations
- Scholarships

How to apply

Next steps

Anderson Quigley is acting as an 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 **Elyse-Turner Pearce** on **+44 (0)7808 648 559**, elyse.turner-pearce@andersonquigley.com or **Ed Pritchard** on **+44 (0)7980 817 927**, ed.pritchard@andersonquigley.com

The closing date for applications is noon on **Monday 21 September 2026**.

Applications should consist of:

- A full CV;
- A covering letter (maximum of two pages) outlining how you meet the points under the person specification;
- Please include 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/candidates using the reference number **AQ3709**.



Nottingham Trent
University

Follow us on social:

