

Group Member:		Luminate Education Group	
Job Title:		Student Recruitment Manager	
Reports to:		HE Head of Marketing and Student Recruitment	
Job Grade	LEG E	Department	HE Marketing and Student Recruitment

ROLE SUMMARY:

This role is responsible for leading, managing, planning and delivering high-quality student recruitment events and activities for Luminate's HE institutions (Leeds Conservatoire and University Centre Leeds). The role holder will lead a team who work across both HE institutions, delivering activities on-campus, online and in external settings such as schools and colleges.

Reporting to the HE Head of Marketing and Student Recruitment, you will lead a busy team to ensure that applicants, key influencers and colleagues receive a high-quality level of customer service. The post holder will be a key contact for both internal and external stakeholders, communicating plans and ensuring that student recruitment events are aligned with the wider marketing strategies for each HE institution.

CORE RESPONSIBILITIES:

1. Will manage and oversee the workload, training and development of a Education Engagements & Recruitment Coordinator and two Education Engagements & Recruitment Officers.
2. Lead the Student Recruitment Team, ensuring plans are in place for a strategic, effective and well-delivered calendar of student recruitment events for Luminate's HE institutions.
3. Provide expert advice to a range of internal stakeholders (both within and outside of the Marketing and Student Recruitment department) in relation to the strategy, planning, logistics, and delivery of student recruitment events/activities.
4. Collaborate closely with the HE Head of Marketing and Student Recruitment and other managers across the department to ensure that student recruitment plans align with wider marketing and admissions activities.

5. Oversee the coordination and management of a range of high-quality education engagements and student recruitment events for Luminare's HE institutions. This includes activities on campus, at external sites and online, ensuring an excellent experience for applicants and support for academic colleagues.
6. Ensure that comprehensive student recruitment plans are in place and that Luminare's HE recruitment events are innovative, interactive and engaging, and deliver an excellent customer experience.
7. Establish and oversee positive external relationships with key events venues and suppliers.
8. Play a leading role in the Leeds Conservatoire Futures scheme - managing, reviewing and developing relationships with key practitioners from schools, colleges and community groups to support access to Higher Education.
9. Responsible for the workload, training and development of the Education Engagements & Recruitment Coordinator and two Education Engagements & Recruitment Officers, including monitoring performance and providing clear objectives.
10. Oversee the recruitment, training and work allocation of student ambassadors to support a range of recruitment activities each year.
11. Liaise closely with Access and Participation colleagues to monitor and evaluate the effectiveness of all student recruitment, access and education engagement activities.
12. Work closely with curriculum departments within the Luminare FE colleges to promote positive transition and support for pre- and post-16 students into University Centre Leeds.
13. Oversee the budget assigned to student recruitment events and activities throughout the cycle.
14. Keep up to date with competitor practices in the Higher Education student recruitment landscape.
15. Represent Luminare's HE institutions at relevant groups and bodies, e.g. HELOA, and to recommend best practice for student recruitment activities.
16. Attend and contribute to team meetings, planning days and other departmental staff events.
17. To conduct any other work commensurate to the role.
18. Any other duties that are specific to the department.
19. Assistance in the preparation, support and participation of examinations and invigilation across the Group.

20. Ability to participate in evening/weekend work as required, which will include travel around the UK and overnight stays.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody the Group's Values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Ownership

Using our robust business planning model to allow areas to have clear ownership over their vision and performance

Enjoyment

Fostering environments that enable staff and students to be brave, interact and have fun

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Passion

Encouraging all to have aspiration and passion in everything they do.

Creative

Always hungry to learn and looking ahead so we can be responsive

Job Title:	Student Recruitment Manager
-------------------	-----------------------------

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Degree or equivalent qualification	A / C
E	Q2. A commitment to own professional development	A / I

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of people management and development	A / I
E	EK2. Experience of planning and leading events in an educational setting	A / I / P
E	EK3. Experience of delivering high-quality activities, tailored to specific audiences (e.g. events, presentations, recruitment fairs, workshops, talks)	A / I / P
E	EK4. Experience of building, managing and developing successful relationships with internal and external stakeholders	A / I

E	EK5. Experience of monitoring, evaluating and assessing the effectiveness of activities	A / I
E	EK6. Experience of using project management techniques to aid events planning and management	A / I / P
E	EK7. Experience of budget management	A / I
E	EK8. Experience of leading innovations and improvements in events planning and delivery	A / I / P
D	EK9: In-depth knowledge of the Higher Education sector, and an awareness of sector and competitor behaviour with regards to recruitment events	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent verbal and written communication skills, adaptable to a range of audiences	A / I
E	SC2. Leads by example and seeks to innovate/optimize constantly	A / I
E	SC3. Excellent events management skills, including logistical planning, risk assessment, and innovative delivery	A / I
E	SC4. Efficient approach with a very strong attention to detail	A / I
E	SC5. Excellent organisational skills and ability to own and lead project delivery	A / I
E	SC6. Strong customer focus with a track record in delivering outstanding customer service	A / I
E	SC7. Can build and maintain positive working relationships with colleagues and other stakeholders	A / I
E	SC8. Ability to lead and manage change	A / I
E	SC9. Ability to incorporate data, insight, feedback and research into events management plans	A / I

Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I