

Group Member:		Luminate Group Services	
Job Title:		Group Director of Marketing and Student Recruitment	
Reports to:		Group Vice Principal – Development	
Job Grade	Spot Point	Department	Marketing and Student Recruitment

ROLE SUMMARY:

- Lead on Student Recruitment, with responsibility for overseeing and developing the annual student recruitment plans and longer-term recruitment strategies for all group brands.
- Oversee all Luminate Education Group corporate marketing and communications activity with a focus on enhancing the reputation of the group and the development of the brand.
- Define and oversee the student recruitment conversion plans across Further Education and Higher Education.
- Lead on market research and insight to inform market positioning and new product development.
- Provide dynamic, visible and effective leadership as part of SLT and be an active member of SLT and other relevant college group meetings.
- Input into the Group strategic objectives and oversee aspects of its delivery.

CORE RESPONSIBILITIES:

1. Oversee the student recruitment function, leading on the development of local, regional, national and international student recruitment strategies and ensuring recruitment and conversion targets are set and achieved.
2. Work proactively with the Market Insight team to commission market intelligence and competitor analysis as required and make recommendations for changes to develop and/or maintain competitive advantage.
3. Oversee the development of collaborative partnerships with overseas institutions and recruitment agencies.
4. Lead on the development, implementation and guardianship of the Luminate Education Group brands.
5. Oversee the digital marketing strategy with a focus on creating impactful content across multiple platforms and channels.

6. Oversee the creation of integrated marketing communications campaigns that meet the needs of schools, departments and other internal customers.
7. Provide visible and effective leadership as part of SLT and other relevant group meetings.
8. Ensure that open events and virtual platform events are of a high quality and project positive perceptions to potential students and other influencers.
9. Oversee internal progression rates of students across different levels of study within the group.
10. Ensure that effective networks are built and maintained with key external stakeholders such as feeder schools.
11. Establish effective working practices between the Heads of Marketing for HE and FE.
12. Ensure adherence to the Group's financial guidelines and regulations.
13. Responsible for ensuring all marketing outputs comply with brand, visual identity, style and messaging guidelines.
14. Monitor and undertake regular evaluation and reporting of all student recruitment marketing activity to maximise opportunities and ensure targets are met.
15. Provide expert advice, training and guidance to wider teams across the Group in support of meeting strategic and operational targets.
16. Represent Luminate Education Group at appropriate external events, meetings and organisations where relevant to marketing, communications, student recruitment, fundraising, alumni relations or other strategic objectives.
17. To be accountable for the Business Planning Process of the Directorate.
18. Any other reasonable duties commensurate with the level of the post, which may be required from time to time.

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

Enjoyment

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

Passion

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

Ownership

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

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Creative

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

Person Specification

Job Title:	Group Director of Marketing and Student Recruitment
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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 personal statement section of the application form. Each criteria is marked with whether it is 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, R = Reference

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	A higher degree or relevant professional qualification such as CIM, or significant and relevant work experience.	A
E	Literacy and numeracy qualification at level 2 or above	A
D	Leadership qualification	A

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Evidence of working at a strategic level in marketing in an educational setting, or other large organisation, with responsibility for developing strategic plans in line with organisational goals and ensuring the successful implementation of plans.	A / I

E	Experiencing in promoting strategy, demonstrating strong interpersonal skills: communicating, explaining, persuading, negotiating – to staff at all levels.	A / I
E	A significant track record of success in providing strategic leadership to a broad range of marketing, recruitment and conversion projects.	A / I
E	Proven brand development and sub-brand introduction experience.	A / I
D	Experience of working in Higher Education	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Ability to plan targets and deliver strategic/innovative marketing student recruitment, admissions, PR, widening participation and communications initiatives, campaigns, processes, tools and projects	A / I
E	Strong ability to analyse written and statistical information and identify implications	A / I
E	Excellent level of IT skills to enable best use of available information and communications as necessary for the post.	A / I
E	Excellent communication, interpersonal, convincing and influencing skills.	A / I
E	Ability to generate clear and concise documentation.	A / I
E	Able to work with a range of internal stakeholders throughout the group.	A / I
E	Ability to plan, negotiate and deliver strategic plans, demonstrating the ability to balance short-term operational pressures with long-term change and development projects.	A / I
E	Ability to influence the future direction of the Luminate Educations Group's marketing and recruitment strategies, possessing leadership	A / I

	and interpersonal skills to motivate staff to deliver high standards of professional service.	
E	Strong leadership, organisational, analytical and managerial skills including team management, financial resource management, the ability to chair meetings and project groups, and to be an effective senior team member.	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