

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Leeds Conservatoire and Leeds University Centre
Core Job Role:	Head of Department
Job Title:	Head of Marketing and Student Recruitment (HE)
Reports to:	Group Director of Marketing and Student Recruitment
Grade	Fixed point between points 39-43
Date of compilation:	March 2024

ROLE SUMMARY:

This role is to provide direction and leadership of the Marketing and Student Recruitment department within Luminate Higher Education (Leeds Conservatoire and University Centre Leeds).

The role holder will provide professional, effective and developmental strategic leadership to a team of professionals across the department, covering admissions, marketing operations, digital/web, events and school outreach. The role holder will also manage stakeholder relationships with academic and leadership teams, ensuring strong communication/collaboration with stakeholders and the maintenance of a credible and strategic reputation for the marketing and student recruitment department.

SPECIFIC ROLE RESPONSIBILITIES:

1. Develop a clear, insight-led strategy to recruit students to undergraduate and postgraduate programmes across Luminate's HE institutions (working in close collaboration with the Head of International Recruitment).
2. Develop a clear and easily communicable plan of action outlining marketing and student recruitment activity throughout the recruitment cycle for each brand
3. Manage and develop the Leeds Conservatoire and University Centre Leeds brands, strongly positioning those brands in the market
4. Proactively manage and oversee the reputation/credibility of the marketing and student recruitment department internally, and how the team collaborates with other teams across the organisation
5. Take responsibility for the customer journey for each brand, proactively gaining insight/feedback on the customer journey and reviewing/improving customer touchpoints across all channels (including advertising, website, outreach, events, CRM, admissions)

6. Lead the delivery of student recruitment activity in order to meet institutional recruitment targets
7. Provide expert advice, guidance and recommendations to colleagues on all matters relating to marketing and student recruitment
8. Contribute to holistic marketing projects related to curriculum development and product pricing, bringing insight and strategic advice to such projects

CORE RESPONSIBILITIES:

1. **People Management:** Undertake all duties that ensure effective people and talent management strategies are in place, to lead and develop a successful, autonomous and high performing team, that reaches targets and proactively demonstrates the organisation's Values and mission, whilst taking ownership of their remit.
2. **Leadership:** Cultivate and embed a positive learning culture for staff and students. Support and influence colleagues and peers to contribute effectively to the strategic aims of Luminate, ensuring that local, regional and national priorities are met, to secure outstanding outcomes for students and employers. Role model desired behaviours and champion diversity, inclusion and innovation.
3. **Financial Responsibility:** Ensure the effective and efficient management of budgetary responsibilities in accordance with Luminate's financial regulations, to ensure the Department is efficiently run and delivers its financial contribution targets. Maximise innovative funding opportunities relevant to the department, including project income.
4. **Student enrolment:** Lead an exciting and engaging enrolment process. Ensure that enrolment is effective, and resources are provided to ensure students are adequately supported by the department.
5. **Equality, Diversity & Inclusion (EDI):** Create an inclusive culture, which recognises and ensures proactive responses to support the vulnerabilities and risks which affect some students. Liaise with Student Life services including safeguarding, student experience and mental health and wellbeing to ensure effective support and smooth transition into higher education and onward to future destinations.
6. **External engagement:** Liaise and network with local authorities, government agencies, sector specialist groups and other relevant stakeholders to ensure that future planning for the specific student provision, is in place.
7. **Intelligence gathering/analysis work:** Undertake root cause analysis to address areas of change, whilst using evidence based methodologies to choose directions of travel and effective planning techniques. Utilise workforce and engagement data to effectively raise satisfaction levels and performance. Prepare and produce detailed reports, as appropriate.
8. **Collaboration/planning/cohesion:** Support the sharing of skills to other team members through workshops or other CPD activities. Proactively engage in cross group project work, aligned with strategic and innovative projects that enhance the student and staff experience which may also raise the profile of the organisation.
9. **Commitment to driving continuous improvement:** Actively promote continuous improvement methodologies, including participation in curriculum and Luminate self-assessment reports, inspection preparation, quality audits and process reviews.
10. Support senior management and deputise as appropriate.

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 our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Ownership & performance

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

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Person Specification

Job Title:	Head of Marketing and Student Recruitment (HE)
Department	Marketing and Student Recruitment (HE)

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. English and Mathematics at Level 2 or above and a willingness to improve in one or both disciplines to level 3 or above.	A/C
D	Q2. Relevant recognised professional attainments.	A/C
D	Q3. Professional level 4 qualification and/or degree.	A/C
E	Q4. Degree or equivalent extensive relevant work experience	A/C
D	Q5. Masters or other relevant Postgraduate Qualification.	A/C

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Proven experience of managing or coordinating a team within an education context	A/I
E	EK2. Thorough and up to date knowledge of Government policy in relation to higher education, and experience applying policy processes within the education context	A/I
E	EK3. Experience of working at a strategic level in marketing with responsibility for developing strategic plans and ensuring the successful implementation of plans	A/I/P
E	EK4. Experience of providing strategic leadership to a range of marketing, recruitment and conversion projects	A/I/P
E	EK5. Up to date knowledge of student recruitment challenges and trends	A/I
E	EK6. Proven experience of brand development	A/I
E	EK7. Experience of working proactively with internal and external stakeholders, communicating marketing strategies effectively and building credibility	A/I/P
D	EK8. Experience of leading/managing an admissions function and developing admissions policy and processes	A/I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent communication and interpersonal skills which can be adapted to meet the needs of a range of audiences including students, colleagues and other partners.	A/I/P
E	SC2. Able to develop, implement and coordinate plans, with a solution focussed, evidence based approach to decision making	A/I

E	SC3. Able to stay calm and work under pressure, managing people and process through change.	A/I
E	SC4. Able to extract complex data from diverse data sources to inform key management decisions and to proactively seek data accuracy of areas of responsibility, resolving data-related issues effectively	A/I
E	SC5. Ability to act as the authority on relevant areas within the organisation and across the sector	A/I
E	SC6. Foster an inclusive working environment that promotes equality, fairness and respect	A/I
E	SC7. Foster a culture of reviewing and improving current practice, using reflection to identify areas for development for self, colleagues and service provision, including maintaining a network of contacts within the HE sector in order to share experience, knowledge and best practice.	A/I
E	SC8. Able to review current systems and develop a process for continued innovation and improvement.	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