

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Leeds Conservatoire & University Centre
Core Job Role:	Member of Luminate Senior Leadership Team
Job Title:	Director of HE and International Student Recruitment & Marketing
Reports to:	Group Vice Principal Development & Principal Leeds Conservatoire
Grade	Spot Point Salary
Date of compilation:	06/12/2023

ROLE SUMMARY:

The Director of HE and International Student Recruitment & Marketing leads on the development and delivery of student recruitment strategy for the higher education provision of Luminate Education Group, as well as the development and delivery of international student recruitment strategy across the Group

SPECIFIC ROLE RESPONSIBILITIES:

1. Oversee the higher education student recruitment function for the Group, leading on the development of student recruitment strategies for both Leeds Conservatoire and University Centre Leeds, working with Senior Leadership Teams to set recruitment targets and ensure they are achieved.
2. Lead on market research and its implementation in order to inform pricing, positioning, new product development and recruitment strategy for all higher education courses.
3. Lead on the development, implementation and guardianship of both the Cconservatoire's and University Centre Leeds brand.
4. Lead on International student recruitment across Luminate Education Group, including higher education, sixth form and English as a Foreign Language provision, working with Senior Leadership Teams to set recruitment targets and ensure they are achieved.
5. Lead on open events and other conversion activities that are of a high quality and project positive perceptions to potential students and other influencers.

CORE RESPONSIBILITIES (Member of Luminate Senior Leadership Team):

6. Provide dynamic, visible and effective leadership.
7. Be an active part of the Luminate Senior Leadership Team (SLT) supporting other team members and their work.
8. Bring new ideas and contribute to shared team decisions.
9. Help to ensure that the group, and all our organisations, remain focused on our purpose to 'Collectively Transform Lives through Inspirational, Education, Training and Support'.

10. Ensure consistently high expectations of students and staff and take a lead in the promotion and delivery of a positive, empowered staff culture.
11. Help to embed a culture of continuous improvement.
12. Actively support and contribute to the 'Business Planning and Performance Review' system, processes and meetings.
13. Take responsibility as a Core Budget Holder and/or line manager and support Core Budget Holder/s.
14. Represent Luminate and member organisations at internal and external events.
15. Develop excellent relationships and be visible and known amongst targeted stakeholders.
16. Line manage, coach and mentor leaders and managers.
17. Chair relevant meetings.
18. Actively contribute to safeguarding and promoting the well-being of children, young people and vulnerable adults and ensure arrangements and practices are exemplary.
19. Create and support a working environment that celebrates diversity and delivers equality of opportunity for all staff, students and pupils.
20. Draft and contribute to the content of a wide range of policies and procedures that align with best professional practice and which are compliant with legislative and regulatory requirements.
21. Develop a relationship with board members based on openness, transparency, and absolute integrity.
22. Draft formal papers and reports for boards and committees and ensure that clear and relevant data, information, and options are available to support decision-making.

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.

Energy & enjoyment

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

Passion & ambition

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

Ownership & performance

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

Creative & reflective

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

Collaborative & responsive

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

Person Specification

Job Title:	Director of HE and International Student Recruitment & Marketing
Department	HE and International Student Recruitment (Luminate Education Group)

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 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

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Educated to degree level or equivalent	A
E	Q2. English & Maths at Level 2 or above	A
E	Q3. Substantial and sustained professional development	A
D	Q4. Masters or other relevant postgraduate qualification	A
D	Q5. Relevant recognized professional attainments	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Extensive experience leading on student recruitment and/or marketing activity for higher education	A / I / P
E	EK2. Up to date knowledge of international student recruitment, gained within a higher or further education environment	A / I / P

E	EK3. Experience creating marketing/student recruitment strategies, working with senior stakeholders to inform objectives	A / I
E	EK4. Experience working in a large, complex organisation and engaging cross-departmental stakeholder groups at all levels	A / I
E	EK5. Demonstrable understanding of what is required to translate strategic planning into the delivery of high-quality student recruitment and marketing activity	A / I
E	EK6. Recent experience of developing and leading teams to provide high quality services	A / I / P
E	EK7. Experience of developing successful relationships with external partners and stakeholders	A / I / P
D	EK8. Recent experience of leading the development and implementation of policy and practice to meet regulatory requirements	A / I
D	EK9. Experience of successful administration and management of financial budgets	A / I

Skills and Competencies

Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1 Professional and Technical Knowledge Has full command and use of relevant professional/technical knowledge and job-related knowledge and skills	A / I
E	SC2. Organisational and Education Sector Knowledge. Effective knowledge of the group and an appreciation of the wider educational issues.	A / I
E	SC3. Interpersonal and Communication Skills Relates effectively to others, both one to one and in teams, effective in giving and receiving messages both face to face and in writing.	A / I
E	SC4. Influencing Skills Takes effective action to affect the behaviour and decisions of other people.	A / I
E	SC5. Critical Thinking Ability to make sense of complex issues, identify and solve problems and to think on one's own feet.	A / I
E	SC6. Self-management and Learning	A / I

	Ability to maintain appropriately directed energy and stamina, to exercise self-control and to learn new behaviours	
E	SC7. Achievement and Action Focuses on making progress and achieving results. Keen to get going and keep going.	A / I
E	SC8. Initiative and Innovation Creates and appreciates new ideas and perspectives, sees possibilities and challenges	A / I
E	SC9. Strategic Perspective Ability to think broadly, analyse the big picture and value diverse perspectives.	A / I / P
E	SC10. Capacity for Change Ability to cope with continuous and complex changes, to be flexible and to handle high levels of uncertainty.	A / I
D	SC11. Emotional Intelligence Understanding the benefits of different leadership / management styles. Gauging own impact as a leader / manager.	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