

JOB DESCRIPTION

Post: Head of Student Recruitment & Portfolio Development

Grade: Corporate Leader

Location: Lancaster or Carlisle

Responsible to: Institute of Education Director

Responsible for: Principal Lecturers

Job Purpose:

As senior academic lead and in line with the University's strategic plans:

Develop and implement the Institute of Education's Student Recruitment Plan and develop the Institute of Education's Portfolio Development Plan linked to the University's strategic plans for portfolio growth.

Lead and manage the development and delivery of the Institute of Education's Collaborative provision.

Provide leadership and management to Institute of Education staff, in relation to the effective delivery of the above plans.

Main Duties and Responsibilities

1. Develop and agree all student recruitment targets for the Institute of Education, in line with the University's strategic plans for portfolio growth .
2. Develop and implement the Institute of Education's Student Recruitment Plan, including oversight of all student recruitment activities such as Open Days, Taster Sessions, School/College visits and applicant visit days.
3. Take a lead in liaison and partnership working with Marketing and Student Recruitment leads.
4. Liaise with, and support, business development colleagues to ensure effective recruitment from business partnerships.
5. Represent the Institute of Education at the Recruitment Management Group, Academic Strategy and Planning Committee as well as other University Committees as appropriate.
6. Lead and develop the Institute of Education's Portfolio Development Plan, linked to the University's strategic plans for portfolio growth, and driving new product development across all areas of delivery, modes and levels e.g. UG, PG and CPD.
7. Support the development of innovative and efficient approaches to course development and delivery.
8. Promote effective links with relevant Professional Statutory and Regulatory Bodies, regionally and nationally, to ensure the accreditation and approval of the Institute of Education's courses as appropriate.

9. Manage the development and operation of short course programmes, CPD and other income generating teaching activities of the Institute of Education.
10. Lead the development and implementation of the Institute of Education's External Engagement Plan, in line with the Institute and University priorities and targets for product development, student experience, graduate employment, income generation, business and community engagement and enterprise.
11. To assist the Director and/or DVC in the formulation of the Institute of Education's strategy for student employability, and to ensure its implementation through effective programme design.
12. Lead and manage the development, delivery and operation of the Institute of Education's Collaborative provision.
13. Promote the interests and image of the Institute of Education and University to outside organisations, employers and individuals, fostering collaborative links and generating external funding.
14. Line manage and provide leadership and role modelling to the designated Principal Lecturers within the Institute of Education.
15. To provide corporate leader level responsibility for ensuring the effective investigation of student complaints.
16. Manage placement capacity with external partners.

Other Requirements

As a senior post holder, you will demonstrate professionalism, technical competence, good interpersonal and networking skills and the ability to work independently as required. You will at all times operate within established University regulations and procedures and will need to demonstrate an understanding of the needs of a large, complex, multi campus University.

On occasions and in line with operational needs you will be required to travel to other campuses and sites, nationally or internationally.

As a senior postholder, you will be expected to work flexibly in discharging duties. The normal working week is defined in the contract of employment but because of the nature of the post, you will be required to work flexibly and for such hours as are necessary to fulfil the responsibilities of the post.

It is the University's intention that this job description is seen as a guide to the major areas and duties for which the post holder is accountable. However, the business will change and your obligations will vary and develop. This job description should be seen as a guide and not as a permanent, definitive and exhaustive statement.

| PERSON SPECIFICATION | | |
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| Post title: Head of Student Recruitment & Portfolio Development | Grade: Corporate Leader | |
| Criteria | Essential <i>or</i> Desirable | To be identified by: |
| A relevant first and postgraduate degree or equivalent professional qualification. | Essential | Application Form |
| Proven record of senior academic-level leadership and strategic development, preferably in higher education, in an area(s) relevant to the Institute of Education. | Essential | Application Form |

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| <p>Substantial experience of effective people and project management across multidisciplinary groups.</p> <p>High personal academic and/or professional standing in an area relevant to the Institute of Education</p> <p>Proven experience of developing and delivery of regional, national and international partnerships with industry, business and commerce.</p> <p>A sound understanding of the current and potential portfolio of courses, and the ability to manage these to ensure their viability.</p> <p>Proven record of strategic planning based on market awareness and experience of developing and effectively implementing student recruitment and portfolio development plans.</p> | <p>Essential/ Essential Essential Essential Essential</p> | <p>Supporting Statement/ Interview Application Form Supporting Statement/ Interview Supporting Statement/ Interview Supporting Statement/ Interview</p> |
| <p>Strong record of research and/or knowledge exchange activity in a relevant discipline.</p> <p>Higher education teaching qualification / Fellowship of the Higher Education Academy.</p> | <p>Desirable Desirable</p> | <p>Application Form Application Form</p> |
| <p>Ability to implement strategic direction for the Institute of Education ensuring buy in to the decision-making process and commitment to decisions made.</p> <p>Leads continuous professional and personal development of staff in support of the Institute of Education and the University overall.</p> <p>Ability to work collaboratively with the Senior Management Team of the Institute of Education and wider University to ensure the strategic development of the Institute and University.</p> <p>Able to effectively present to and facilitate influential groups either within the University or externally. Influences outcomes.</p> <p>Demonstrable business skills and commercial focus and acumen.</p> | <p>Essential Essential Essential Essential Essential</p> | <p>Supporting Statement/ Interview Interview Interview Interview Application Form</p> |
| <p>Other Commitment to the <u>strategic plan and values</u> of the University especially in relation to equality of opportunity at work, a healthy and safe working environment and the expected behaviours of an effective leader.</p> | <p>Essential</p> | <p>Interview</p> |