

JOB DESCRIPTION

Job title:	Director of Student Recruitment, Marketing and Communications
Job Ref:	EXE91
Campus:	Hendon
Grade:	Senior Manager
Salary:	Competitive
Period:	Permanent
Job Type:	Full time
Reports to:	Chief Operating Officer
Core Responsibilities:	UK Recruitment, Admissions, Marketing, External and Internal Communications

Job purpose

The Director of Marketing, Communications and Student Recruitment will have a key role in ensuring the University's financial sustainability and income growth. Marketing, communications, home recruitment and admissions are combined into one portfolio under this position, unifying the commercial strategy and bringing together all touchpoints of the student recruitment and onboarding journey. The Director's leadership is vital to the success of this initiative, which requires commercial acumen balanced with an understanding of the higher education landscape, and a deep commitment to the mission of MDX as a widening participation anchor institution.

The Director of Student Recruitment, Marketing and Communications will have overarching responsibility for strategic leadership and operational direction of Home Student Recruitment, Admissions, and Enrolment, from outreach and initial exposure to the Middlesex brand, through welcoming students to its campuses and into the Middlesex community, and developing comprehensive and streamlined strategies for the recruitment of students. This will include outreach activities both on and off campus, open days, and collaborating with a range of internal stakeholders to optimise the recruitment process, maximise conversion rates, and ensuring an exceptional joined-up experience at the start of students' journey with the University. The Director will work in partnership with the Director of International Recruitment to develop, and deliver, the University's student recruitment strategy.

The postholder will be the chief architect of the University's communications strategy, playing a key role in shaping the University's public image and enhancing our reputation both domestically and internationally. They will support senior leadership with strategic communications, and support engagement with stakeholders to influence policy and public affairs. They will play a vital role in crisis communication and reputation management.

Ways of working

As a member of the University Senior Management Group, the post holder will be expected to:

1. Make a strong personal contribution towards collaborative leadership and work as part of a cohesive senior management group,

2. Uphold and role-model our values and to work for the good of the community and to have a demonstrable commitment to equity, diversity and inclusion,
3. Lead and manage strategic change, adopting an inclusive and coaching approach to staff management,
4. Bring a positive approach to continuous improvement, prioritising user experiences and ensuring efficiency and effectiveness in their areas of responsibility, including those achieved through successful technology deployment,
5. Ensure the responsible management of university resources including the ability to set and manage budgets which is critical at a time of increasing constraint for the sector.

Main duties and responsibilities

- In partnership with the Director of International Recruitment, develop, lead, and implement a comprehensive and strategic student recruitment strategy that aligns with the University's overall strategic goals and takes into account our global portfolio.
- In relation to domestic students, be responsible for the successful delivery of the University's student recruitment strategy and achieving agreed intake targets.
- Use market research, competitor analysis, and trend analysis to understand and anticipate shifts in the education sector and to inform recruitment strategies, ensuring that these also support and complement the recruitment efforts of the global campuses.
- Create compelling campaigns to attract prospective students and highlight the University's unique selling propositions.
- Be responsible for the student admissions strategy, ensuring student experiences are exceptional and that services are agile and responsive, backed by data-driven metrics, ROI, and market analysis to grow student numbers.
- Ensure compliance with all regulatory requirements for UKVI, UCAS, and CMA obligations.
- Collaborate closely with colleagues in Financial Services to ensure financial viability, sustainability, and regulatory compliance in all student fee activities.
- Collaborate with faculties and services to lead a coordinated approach to student recruitment, improving conversion rates from application to enrolment.
- Manage all admissions activities from all channels including, for example, through UCAS, direct entry domestic and international, domestic and international foundation programmes and other articulation.
- Develop and lead effective and innovative marketing campaigns and oversee brand identity and brand-led communications to enhance the University's visibility and recruit prospective students both nationally and internationally.
- Exploit business insights and leverage data analytics, market research, and competitor analysis to inform strategic decision-making.
- Manage the University's online presence, including websites, social media platforms, and digital advertising, ensuring content is compelling, up-to-date, and aligns with the University's mission and values.
- Manage key relationships such as with UCAS, DATAHE, Admissions and College Groups in order to provide thought leadership, position Middlesex as a University of choice and influence decision making.
- Lead the development and delivery of a strong internal communications plan (for staff and students) to support cultural change, help foster a professional, engaged, informed and inclusive working and studying environment.
- Provide strategic communications advice and support for the Vice Chancellor and the University Executive Team and ensure plans are in place to ensure effective crisis communication responses and reputation management.
- Develop stakeholder content on and offline to ensure accountability and compliance, including strategy development and dissemination, Annual Statement of Accounts, Annual Review, and corporate web pages.
- Support global, national, sector and civic stakeholder engagement.

- Oversee the University's donor led scholarship programme managing relationships with donors and alumni to build strong affinity towards the institution
- Develop a policy and public affairs strategy to support the Vice-Chancellor, University Executive Team, and other senior colleagues in influencing external policy and debate at all levels of government and with decision-makers, businesses, and opinion formers.
- Contribute to the leadership of cross-University projects and initiatives as required by the Chief Operating Officer and appropriate to the role holder's strengths and development.

PERSON SPECIFICATION

Your supporting statement on your application form will be assessed to see how you meet each of the following criteria

SELECTION CRITERIA:

Qualifications and achievements

Essential

Educated to bachelor's level or equivalent work experience in a complex administrative role.

Desirable

A Master's degree in Business Administration, marketing or a related field is highly desirable

Experience/Knowledge

Essential

A successful record of leadership with substantial experience in a senior leadership role with a focus on commercial operations, ideally within the higher education sector.

Experience of reporting to a member of the Senior Leadership Team e.g. COO/PVC in a complex organisational structure.

Proven track record of successful strategic planning and execution in student recruitment.

Commercially outstanding, with highly developed financial acumen and an entrepreneurial approach to increasing and diversifying income streams.

Evidence of having established productive networks in and across higher education, combined with knowledge of trends outside higher education, especially in schools, further education and the private sector.

Comprehensive knowledge and understanding of higher education compliance and regulations, in particular UKVI, UCAS and CMA obligations.

Experience of developing and leading high performing services, of a similar scale and complexity, with a successful track record of improving financial efficiency and effectiveness.

Exceptional strategic thinking and planning skills, with a proven ability to develop and execute comprehensive marketing strategies that enhance brand visibility, engage diverse audiences, and achieve institutional objectives.

A deep understanding of the higher education sector, including awareness of current trends, challenges, and opportunities in student recruitment, UK and international markets, and stakeholder engagement.

Strong leadership and team management abilities, fostering a collaborative environment, and driving high performance and creativity.

Expertise in creative problem-solving, identifying innovative marketing opportunities, implementing cutting-edge techniques, and adapting swiftly to the ever-evolving landscape of university marketing and communications.

Able to demonstrate substantial commercial impact through a range of KPI's and data

Skills and attributes

Essential

Bring a genuine passion for learning and a deep commitment to the mission of the university to transform lives through education and strong desire to contribute to this at Middlesex University

Demonstrates broad, strategic thinking by anticipating sector trends and innovations and actively seeking opportunities for improvement.

Drives the implementation of new or complex ideas, advocating and generating innovative solutions to navigate organisational challenges.

Ability to effectively influence and communicate with diverse groups & audiences, including University Board & Committees.

Ability to formulate innovative and creative ideas into actionable practices to drive and improve organisational performance.

Demonstrates a high level of critical thinking and analytical skills, including the ability to analyse complex problems and present evidence-based solutions.

Highly skilled in people management practices, with the ability to lead large teams within complex organisational structures.

Ability to lead, coach and develop individuals and drive a high-performance culture which inspires creative thinking and problem-solving.

Demonstrates strong financial acumen and the ability to make well-informed, cost-effective decisions.

Establishes organisational structures, systems and behaviours that support and foster collaboration and simplicity, actively dismantling barriers.

Demonstrates a proactive attitude to problem-solving and implementing creative solutions with considerations to wider institutional impact.

Role models a high standard of ethical and professional behaviour, promoting a culture of inclusive behaviours and practice.

Demonstrates strong empathy with the mission and values of Middlesex University and a track record of action in support of equality, diversity or inclusion.
Expert in leading and developing large teams, fostering a high-performance culture that inspired creative thinking and problem solving

Middlesex University Leadership Framework: This incorporates our community principles and strategic objectives and outlines the expected behavioral competencies for staff by illustrating the characteristics of effective leadership across all levels. This post is reflected at strategic leader level within the Framework and the role should be carried out accordingly.

Hours: As a professional contract, there are no set hours stipulated. The postholder will be expected to work flexibly and for such reasonable hours as are necessary in order to fulfil the duties and responsibilities of the post.

MU Services Limited: Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

Annual Leave: 35 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Flexibility: Please note that given the need for flexibility to meet the University's changing requirements, the duties and location of this post and the role of the postholder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

Parking at Hendon campus

There are currently *Regular Parking Permits and Pre-Paid Parking options* available to new joiners. Further details are available on the Travel and transport page on the staff intranet. *Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.*

Information for Disabled Staff

Staff who hold a blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

We value diversity and strive to create a fairer, more equitable work environment for our staff and students.

We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail please contact Dr. Tim Westlake, Interim Chief Operating Officer at T.Westlake@mdx.ac.uk.

