



Head of Student Recruitment Job Description

POSITION OVERVIEW

Location	London
Term	Full-time; permanent
Start	July 2021
Salary	Up to £62,000 per annum
Benefits	Generous benefits package including 25 days holiday allowance (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Direct Reports	Senior Recruitment Manager, Widening Participation Officer and Visa & Immigrations Compliance Manager
Reports to	Director of Admissions, Recruitment and Marketing

Reporting to the Director of Admissions, Recruitment and Marketing, the Head of Student Recruitment will provide strategic leadership and delivery of student recruitment for all recruitment markets, across all levels of study (undergraduate and postgraduate programmes) and modalities (on-line, face-to-face and hybrid).

This position requires substantial travel to key market areas and representation of the College at recruitment events, schools etc...

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ABOUT THE COLLEGE

Founded in 2012, with the aim of providing the highest quality of education in the humanities and social sciences, New College of the Humanities at Northeastern (College) has established itself as a prestigious higher education institution based in London. With some of the highest NSS results in England, the College offers an expanding range of undergraduate and postgraduate programmes to both domestic and international students. These programmes currently focus on the humanities, but increasing the College's humanities heritage is complementing programmatic developments in areas such as data science and artificial intelligence.

The College is undergoing an exciting period of growth, having become part of Northeastern University's (Boston, US) global network in early 2019, being awarded its own taught degree awarding powers in 2020 and moving to significantly larger premises in St Katherine Docks, London, from summer 2021.

DUTIES AND RESPONSIBILITIES

LEADERSHIP, STRATEGIC PLANNING, AND IMPLEMENTATION

- Development and ownership of student recruitment strategies (including development of recruitment plan(s)) for all markets and across all levels and modalities, working closely with the Director of Admissions, Recruitment and Marketing and the Senior Recruitment Manager.
- Provide leadership to the Senior Recruitment Manager in support of the development and implementation of the recruitment plan(s).
- Lead on the development and implementation of the international strategy, working closely with colleagues at our partner institution Northeastern University.
- Responsibility for the maintenance of business relationships with key accounts (including school counsellors, agents and other key stakeholders) and organisations (including CIS, the Common App, BUILA, FAFSA etc).
- Overall responsibility for recruitment budgets, ensuring they are properly allocated and monitored for effectiveness.
- Working closely with the Widening Participation Office, ensure that the College's obligations relating to recruitment, and as outlined in its Access and Participation Plan (APP), are complied with.
- Work closely with the Head of Admissions to ensure we maintain obligations of internal and external policies relating to admissions and quality assurance and provide an excellent service to our applicants and prospective students.

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- Work closely with the Visa & Compliance Manager to ensure the College's compliance with Home Office immigration requirements.

DELIVERY OF RESULTS, CONVERSION AND MANAGEMENT OF EDUCATIONAL AGENTS

- Increase the number of recruited students as per the College's strategic aims and targets, including those contained within the APP.
- Develop and manage NCH's student conversion strategy, working closely with the Head of Marketing.
- Monitor and evaluate performance against agreed targets (number of applications, conversion, enrolled students, budgets etc).
- Evaluate recruitment activity in respect of its value for money, making changes and improvements as necessary.
- Monitor market trends and identify new recruitment markets and channels.
- Develop and manage quality education agents to generate target income in identified markets.

TEAM

- Provide strategic and inspirational leadership to the team and broader departments encouraging creativity, innovation, and positive teamwork.
- Responsible for performance management and professional development of the team.

PROFESSIONAL SKILLS

- Actively take responsibility for personal career development in all respects.
- Through active networking and research, develop a comprehensive awareness of the undergraduate and postgraduate market nationally and internationally in line with the business strategies of the College.
- Contribute as required to relevant NCH groups and committees to ensure the student recruitment voice is heard at appropriate times in decision making on relevant activities.

In addition to the responsibilities listed above, the job holder may be required to perform other duties as assigned from time to time.

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QUALIFICATIONS AND EXPERIENCE

PERSON SPECIFICATION

Training & Education

Essential	Desirable
Degree	Master's Degree Professional Qualifications (Especially in Marketing)

Experience

Essential	Desirable
Senior level experience in student recruitment Track record in devising and implementing student recruitment strategies within a target based environment Experience of managing budgets and teams Experience of developing recruitment strategies in new geographic markets and with new programme portfolios (including tech based subjects) and differing modalities – on-line, face-to-face and hybrid.	Experience of undergraduate and post graduate international and domestic student recruitment Experience of international agent recruitment and management Experience of developing conversion activities Experience of the US education market Experience of UK Admissions Experience of recruitment within the context of widening participation and KPIs contained within an APP

Skills & Knowledge

Essential	Desirable
High level organisational and time management skills Knowledge of Home Office student immigration compliance issues as they relate to the recruitment and admissions of international students	High level of numeracy

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Excellent oral, written communication and presentation skills Excellent networking skills with senior clientele and ability to work independently Understanding and knowledge of UK and international higher education	
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Behavioural Skills

Essential	Desirable
Demonstrates leadership qualities Ability to work in a target and results driven environment Professional, credible, commands respect Enthusiastic self-starter, highly goal oriented Willingness to spend significant periods of time travelling in the UK and internationally. Anticipated travel of 8 - 10 weeks within a year, depending on business needs. Decisive Creative and innovative Excellent interpersonal and communication skills	

APPLICATION PROCESS

Applications should be made via [this link](#) by 20.00, 17 May 2021. Please reference your application "SR0421". Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

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Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006. We are not able to provide Tier 2 Sponsorship for this role.