

Salary Scale: £49,794 - £56,021

The university is named after the 19th century cardinal St John Henry Newman who wrote 'The idea of a university' in 1852, and we are still guided by the vision of a community of scholars. The university is built around community, and the belief that education enables students to develop new ways of understanding the world, to help make a positive impact within it. This is delivered through smaller class sizes and an interactive learning style. The Catholic ethos has been retained and our students are from all faiths and none. The university is proud of its diverse, friendly and inclusive environment, where students are welcomed and receive transformational learning opportunities together with support in preparing for employment.

The modern single campus, eight miles southwest of Birmingham city centre has had a

- We respect and value all contributions, recognising that we are a single community, inspired and united by our shared vision and mission.
 - We place student learning and welfare at the centre of all we do and we offer a nurturing environment for all students.
 - We are ethical, honest and humane. In difficult situations, we will seek to work with understanding, kindness and compassion.
 - We recognise and embrace the power of community and build respectful relationships that help us excel.
 - A mission of service motivates us, seeking the common good with care and love.
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- To transform students' lives
 - To work in partnership with our students
 - To grow our institution
 - To nurture our staff
 - Add to knowledge and cultivate wisdom
 - Serve our diverse community and the wider world

The 2020 – 25 strategic plans focus on the success of our students, and the growth of student numbers. Our growth will be responsible and sustainable aligned to our mission and values enabling students to gain an outstanding experience and to succeed in their chosen careers. The university offers opportunities for lifelong learning for those returning to learning or seeking a career change irrespective of age, background, or previous educational experience.

Providing a personalised student experience is a hallmark of the Birmingham Newman University offer, we listen to our students to continually shape the university experience, to ensure that our students are at the heart of all that we do.



Head of Student Recruitment and Marketing

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- To promote and deliver a target-driven culture of strong performance and continuous improvement in home and overseas student recruitment and admissions, creating and responding to demand for our courses in all recruitment markets
- To provide leadership over increasing our market share and the number of new entrants as well as driving growth in new markets, ensuring student recruitment targets are met and exceeded
- To establish effective, efficient and professional recruitment marketing in all its guises in a way that is targeted and evaluated for impact and outcomes and ensuring full ROI analysis and effective use of resources
- Working with the relevant Faculties and Schools, produce bespoke 18-month rolling marketing campaign and student recruitment plans, making decisions on priority subject areas and developing a stakeholder management plan.
- To make efficient and effective use of all recruitment orientated systems including our CRM, admissions systems, and website

- To effectively manage recruitment communications channels ensuring that the 'one version of the truth' (courses, tariffs, costs etc.) are communicated widely to staff and potential customers.

- Where post holders line manage staff and services they will be responsible for the health, safety and welfare of those staff and services in accordance with

- All absence from work must be reported in accordance with the University's Absence Management Policy and recorded on iTrent and staff are expected to be familiar with and follow the Policy.
- The University acknowledges its responsibility to provide a s08871 0 5dP0 0 1 184.58 723

	<p>An ability to lead through influence and persuasion, with the ability to motivate and empower staff</p> <p>Excellent communication, negotiation and interpersonal skills</p>		<p>teams within a complex organisation</p> <p>Ability to identify and provide relevant management information</p> <p>A strong track record of leading high quality customer facing student services</p> <p>A command of the legal and/or regulatory aspects of senior leadership in HE</p>	

Sensitivity to and passion for the values and ethos of student recruitment in a widening participation context

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