

Job description

Recruitment Manager

Context

Newcastle University London is located on Middlesex Street in the City of London, at the heart of one of the world's most influential business and financial districts and offers world-class industry immersive business education from Pathway programmes, delivered in collaboration with INTO, to Newcastle University Undergraduate, Postgraduate and PhD Programmes. Ranked in the top 150 world universities, Newcastle University has a long-standing tradition of excellence in the delivery of world-leading research and higher education and has ambitious plans to expand its portfolio of programmes in London to include a range of subjects tailored to the London market and to enhance its research profile.

Newcastle University London is a joint venture between Newcastle University and INTO University Partnerships. INTO University Partnerships works with leading UK and US universities to invest in the development of world-class student centres, that specialise in the provision of Pathway programmes with a clear commitment to the highest quality of student experience.

Newcastle University London is now looking to recruit outstanding, energetic, and committed individuals to join its exciting operation in a number of key senior administrative and support roles.

Reporting line

The post holder reports to the Head of Recruitment and Partnerships, Newcastle University London.

INTO WORLD ADVANTAGE

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Job Purpose

The Recruitment Manager will have a broad, all-encompassing role with a strong focus on student recruitment and the development of key stakeholder networks. The post-holder will work with Newcastle University's marketing and recruitment teams and with INTO's Global Recruitment Unit to promote Newcastle University London both within the UK and internationally. He/she will liaise with schools, colleges, sponsoring bodies (Embassies) internationally and across the UK in collaboration with the University, and will deliver presentations to groups of students and potential sponsors on a range of topics relating to studying a degree at Newcastle University London.

Key accountabilities and duties

The Recruitment Manager will be expected to fulfil the main duties and responsibilities listed below:

Student recruitment

- Maximise the recruitment of students to Newcastle University London by driving and supporting the promotional activities of the student recruitment teams at Newcastle University and INTO Global Recruitment Unit (GRU) spread across a network of over 20 overseas offices;
- Act as an impassioned advocate of the Newcastle University London student experience, ensuring that the benefits of studying at NU London are communicated successfully across a variety of media to all stakeholders;
- Work in conjunction with Newcastle University and INTO's Global Recruitment Unit to co-ordinate Newcastle University London's representation at both UK and overseas Higher Education Fairs and other promotional events, to attend such events on behalf of the joint venture; and to monitor the effectiveness of such activity;
- Alongside the Head of Recruitment and Partnerships, to input into, develop and implement the Newcastle University London marketing and recruitment strategy which looks to maximise the recruitment potential offered by the location;
- Alongside the Newcastle University Student Recruitment Team, to input into, develop and implement the Newcastle University London Outreach and Widening Participation strategy including necessary evaluation in accordance with Widening Participation criteria;
- Support the delivery of Newcastle University London's flagship Outreach Programme, The Future Business Leaders Programme with support from Senior Graduate Ambassadors;
- Identify, analyse and disseminate market intelligence and trends to help inform strategy;
- Coordinate the achievement of student recruitment targets agreed with the Head of Recruitment and Partnerships for Newcastle University London by driving, supporting, training, motivating and influencing the INTO GRU and Newcastle University Student Recruitment Teams;
- In collaboration with Newcastle University and with INTO's Global Recruitment Unit, to develop long-term partnerships with schools, colleges, sponsors, agents and alumni in the UK and overseas;
- Contribute to management of recruitment budget for the assigned recruitment regions;

- Act as the expert ‘voice and face’ of Newcastle University London by providing detailed programme counselling and admissions advice to prospective students, parents and supply channel partners.
- Liaise with and work in partnership with Newcastle University Student Recruitment teams to ensure cohesion between recruitment plans and activities and maximise impact and efficiency;
- Work with and train students/alumni to act as ambassadors for the HE portfolio in London;
- Monitor and report on enquiries and applications from candidates from target areas and from individual schools, colleges, careers offices and sponsors;
- Assess whether students are eligible for scholarships offered through analysis of student registration data;
- Support inward visits and on campus events including Open Day, Taster Day, Post Application Visit Day, Future Business Leaders Programme and ad-hoc events with support from Events Officer;
- Significant travel within the UK and overseas to support promotional activities.

Marketing

- To ensure that all information and marketing material for Newcastle University London meets the standards set by Newcastle University and INTO;
- Liaise with the INTO’s Marketing Directorate and Institutional Links Team – as well as with Newcastle University’s Marketing Department to minimise duplication - to co-ordinate mailshots to schools and colleges and input into suitable publicity and display materials;
- To support the timely design, production and content of a variety of publicity material for both internal and external audiences in order to maximise applications and student enrolments (this can include digital, telephone, email and conversion activities).

Relationships

- Cultivation and maintenance of solid, loyal relationships with INTO recruitment channels, solid relationships with Newcastle University marketing and recruitment teams and other key stakeholders;
- Development and maintenance of close working relationships with joint venture partners including academic staff, student services and pastoral support;
- Promotion of the importance of the student experience to both internal and external stakeholders.

Pastoral Responsibilities

- Contribute to a culture and curriculum that takes account of the diversity of students;
- Contribute to the support of international students and assist with planning events and welcome activities;
- Commitment to the promoting and safeguarding of the welfare of children and young adults.

**Your job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request;
We reserve the right to introduce changes in line with technological developments which may have an impact on your job duties or methods of working.**

Location

Newcastle University London, Middlesex Street, London. The nature of the work will require significant overseas travel as well as travel within the UK.

Salary

The post role is aligned to Salary Band Grade D: £29,944-£40,512 per annum, inclusive of London weighting, depending on experience.

Safeguarding

As part of our Safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment will be subject to a Disclosure and Barring Serviced check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

See next page for person specification

Person specification

	Essential	Desirable
Legal status	<ul style="list-style-type: none"> • Appropriate DBS disclosure will be required prior to confirmation of appointment. • Eligibility to work in and travel freely to and from the UK, i.e. valid UK or EC passport. 	
Academic qualifications	<ul style="list-style-type: none"> • Minimum Undergraduate degree 	<ul style="list-style-type: none"> • Postgraduate qualification. • Relevant recent professional development
Experience, skills and achievements	<ul style="list-style-type: none"> • In-depth knowledge of UK Home and/or international student recruitment strategies. • Experience of working in a higher education or pathway environment. • Familiarity and experience in generating demand from a range of recruitment channels – including agents and other direct recruitment. • Excellent presentation and communication skills. • Expertise at identifying, analysing and disseminating market and statistical data. • Ability to cope in a start-up environment. • Knowledge of higher education and admissions processes. • Creative approach to problem-solving. • Committed and responsible for promoting and safeguarding the welfare of children and young adults. 	<ul style="list-style-type: none"> • Track record in working with international students and their influencers. • Track record of working with UK Home students and their influencers • Experience of working within Widening Participation • Good understanding of the needs of UK Home and international students. • Experience of developing strategic partnerships.
Personal & Interpersonal qualities	<ul style="list-style-type: none"> • Culturally sensitive and comfortable with international travel. • Ability to operate independently, instil trust and be self-motivated. • Enthusiastic and performance-driven team player. • Ability to work to strict deadlines whilst maintaining close attention to detail. • Willingness to travel overseas on a regular basis. • Willingness to work unsociable hours including evenings and weekends. 	<ul style="list-style-type: none"> • Commercial awareness
General Skills	<ul style="list-style-type: none"> • Excellent IT skills, including Word, Excel, PowerPoint and the use of databases. • Proven track record of Customer Service skills. 	<ul style="list-style-type: none"> • Experience of using CRM systems such as Salesforce

How to Apply

Applications are to be submitted via the Newcastle University HR system by following this link: <https://bit.ly/2s7fPcE>