

Job Description

Post title: Director of Marketing, Admissions and Student Recruitment

Salary: Salary range: £85,000–£100,000, with any pay review linked to satisfactory completion of objectives and performance

School/Department: Marketing, Communications and Commercial

Responsible to: Chief Marketing Officer

Responsible for: Deputy Director of Marketing, Admissions and Student Recruitment, Admissions Lead, Head of Digital and Creative Experience, and Head of Insight

MAIN PURPOSE OF THE JOB

The Director of Marketing, Admissions and Student Recruitment is a critical senior leadership role responsible for the strategic leadership of the University's student recruitment, admissions, marketing, customer acquisition and conversion functions.

Reporting directly to the Chief Marketing Officer, the post holder holds institution-wide responsibility for developing and delivering strategies that protect and grow the University's primary source of income through the recruitment and retention of high-quality students across all markets and levels of study.

The Director is accountable for the development and delivery of a comprehensive, insight-led student recruitment strategy that drives sustainable growth in market share, tuition fee income, student quality and brand warmth. Working across the University, the Director will ensure a seamless end-to-end prospective student journey, from early engagement and brand awareness through to enrolment and registration.

The Director will provide strategic leadership for admissions, marketing, digital experience, CRM and student recruitment functions, ensuring these operate as an integrated customer acquisition and conversion ecosystem that supports the University's long-term strategic ambitions.

As a senior leader, the Director will act as a trusted adviser to the Executive Team and Board of Governors on matters relating to student recruitment performance, market opportunities, admissions strategy, portfolio demand, competitive positioning and future growth.

The Director will lead significant institutional transformation programmes relating to recruitment, brand, admissions and digital engagement, ensuring the University remains competitive in an increasingly complex and dynamic higher education environment.

The postholder will lead the strategic development of the University's external website to support and showcase the University in the best way possible to enhance recruitment, student experience, research, and business development.

The Director will be accountable for the performance of the University brand, substantial budgets, external agency partnerships, technology investments and operational teams, ensuring that marketing and recruitment activity delivers able return on investment and contributes directly to institutional growth, financial sustainability and strategic success.

RESPONSIBILITIES AND DUTIES

- Lead the University's student recruitment, admissions and marketing strategy, ensuring delivery of institutional targets relating to student numbers, tuition fee income, market share, and portfolio growth.
- Hold strategic accountability for the University's recruitment pipeline and conversion performance, providing leadership across the full prospective student lifecycle from awareness and engagement through to enrolment and registration.

- Provide expert advice and strategic insight to the Vice-Chancellor, Executive Team and Board of Governors on recruitment performance, market dynamics, demographic trends, competitive positioning and future growth opportunities.
- Lead the development of long-term student demand generation strategies that strengthen the University's market position and support sustainable recruitment growth across undergraduate, postgraduate and professional programmes.
- Direct the University's admissions strategy and governance framework, ensuring admissions policies, processes and decision-making support institutional objectives, regulatory compliance and an exceptional applicant experience.
- Lead strategic oversight of admissions for high-profile and strategically important programmes, including Medicine (MBBS), ensuring admissions processes support quality, fairness and institutional objectives.
- Develop and implement an integrated marketing strategy that builds brand awareness, drives customer acquisition and delivers measurable return on investment across all recruitment markets and channels.
- Lead the University's customer acquisition strategy through the effective integration of marketing, CRM, admissions, digital experience and conversion activity.
- Drive continuous improvement of the prospective student experience, removing barriers and enhancing conversion across all recruitment touchpoints regardless of organisational ownership.
- Lead the University's CRM and marketing technology strategy, ensuring effective adoption of Salesforce and associated platforms to improve recruitment performance, customer insight, automation and operational effectiveness.
- Provide strategic leadership for the University's digital recruitment ecosystem, including websites, digital platforms, content strategy and user experience, ensuring digital channels effectively support recruitment, engagement and conversion objectives.
- Establish a culture of data-driven decision making through the effective use of market intelligence, customer insight, segmentation, predictive analytics and performance reporting.
- Lead the University's approach to recruitment forecasting, scenario planning and pipeline management, ensuring robust evidence-based decision making and effective management of institutional recruitment risk.
- Work in partnership with academic schools and professional services to align recruitment, admissions and marketing strategies with institutional priorities, portfolio development and student demand.
- Lead development, delivery, governance and evolution of the University brand, ensuring it is clearly positioned, consistently expressed and aligned to institutional priorities across external audiences and channels.
- Provide senior leadership for integrated brand campaigns across paid, owned and earned channels, ensuring activity supports the University's strategic priorities and strengthens

brand awareness, distinctiveness and positive perceptions of the University.

- Develop and embed a clear brand framework, tone of voice and visual identity principles that enable confident and consistent application by teams across the University.
- Work closely with the Director of Strategy and Proposition to support a proactive, insight-led approach to brand development, using customer insight and market intelligence to shape brand strategy, inform campaigns, evaluate impact and drive continuous improvement in how the University is positioned and perceived.
- Lead strategic engagement with external agencies, technology partners and suppliers, ensuring effective delivery, innovation, value for money and measurable outcomes.
- Champion innovation and transformation across recruitment, admissions and marketing functions, identifying new opportunities to improve performance, efficiency and competitive advantage.
- Oversee the development and delivery of major recruitment campaigns, institutional events and conversion initiatives that support recruitment targets and strengthen the University's market profile.
- Act as an institutional leader and ambassador, representing the University at external events, sector forums and strategic partnerships.
- Lead and develop a high-performing multi-disciplinary leadership team, fostering a culture of accountability, innovation, collaboration and continuous improvement.
- Exercise delegated authority on behalf of the Chief Marketing Officer and deputise as required on matters relating to marketing, recruitment, admissions and customer engagement.

STAFF MANAGEMENT DUTIES

1. Oversight of staff issues for those within the allocated group including excellent people management, appointment, probation, appraisal, development, promotion and progression, review of performance according to policies and procedures agreed by the University.
2. Maintenance of records of staff development activities.
3. Oversight and monitoring of staff workloads in order to ensure an equitable distribution of staff loadings across the staff group and the most effective use of staff resources
4. Ensuring talented staff in the groups are recognised, rewarded and retained so ensuring that suitable succession plans are in place.
5. The visible commitment, management and maintenance of high standards of safety throughout their domain commensurate with current Health and Safety legislation and with the University's Health and Safety policy.
6. Identify achievable equality goals.

SUPERVISION RECEIVED

The Director of Marketing, Admissions and Student Recruitment reports to the Chief Marketing Officer but is expected to operate with a substantial degree of autonomy in carrying out the above responsibilities and duties.

SUPERVISION GIVEN

The Director of Marketing, Admissions and Student Recruitment is responsible for the leadership, management and development of teams within their areas of responsibility, ensuring effective performance, collaboration, resource planning and delivery against agreed objectives.

RESPONSIBILITY FOR BUDGETS

The Director of Marketing, Admissions and Student Recruitment will have responsibility for the Marketing, Admissions and Student Recruitment budget, ensuring all spend is accounted for and evaluated for effectiveness against targets.

RELATIONSHIPS/CONTACTS

Internal: Office of the Vice-Chancellor, Deans of School, Heads of SBUs, Marketing, Communications and Commercial colleagues, and all other levels of University staff.

External: Potential students and their advisers, and other key stakeholders as identified by the Dean of School or Chief Marketing Officer.

TRAVELLING / WORKING HOURS

This post is based on campus in Hatfield, Hertfordshire; however, travel to other campuses and locations is required to carry out the above duties and attend meetings, events and training sessions. On occasion, there may be a need to attend seminars and meetings that require the post holder to travel within the UK, including overnight stays; however, this will be agreed in advance. The post holder may also be required to work evenings and weekends to support open days and other events.

This document outlines the duties currently required of the post entitled Director of Marketing, Admissions and Student Recruitment to indicate the level of responsibility. It is not intended to be a comprehensive or exhaustive list, and the Chief Marketing Officer may vary duties from time to time, provided this does not change the general character of the job or the level of responsibility entailed.

PERSON SPECIFICATION

Post title: Director of Marketing, Admissions and Student Recruitment

QUALIFICATIONS AND MEMBERSHIPS

Degree or equivalent qualification or proven experience	Essential
Postgraduate qualification or professional qualification in a relevant field such as marketing, student recruitment, admissions, customer strategy, digital marketing, business or a related discipline.	Essential

EXPERIENCE

Significant senior leadership experience across marketing, admissions, student recruitment, customer acquisition, conversion or a related market-facing function.	Essential
Proven experience of developing and delivering student recruitment, admissions or customer acquisition strategies that support growth, income generation and institutional objectives.	Essential
Experience of managing the full prospective student or customer journey, from awareness and engagement through to application, conversion, enrolment or registration.	Essential
Experience of leading admissions strategy, governance, policy or operational improvement in a complex and regulated environment.	Essential
Experience of using market intelligence, segmentation, customer insight, predictive analytics, forecasting and performance reporting to improve recruitment or conversion outcomes.	Essential
Experience of leading integrated marketing campaigns across paid, owned and earned channels, with demonstrable return on investment.	Essential
Experience of leading CRM, marketing technology, digital experience, web, content or automation strategies to improve customer engagement and operational effectiveness.	Essential
Experience of developing, governing or evolving a brand framework, tone of voice or visual identity principles.	Essential
Experience of leading major transformation programmes involving multiple teams, systems, suppliers or institutional stakeholders.	Essential
Experience of managing substantial budgets, agency partnerships, technology investments and multidisciplinary teams.	Essential
Experience of working in higher education, including understanding of UK student recruitment and admissions cycles.	Essential
Experience of admissions for high-profile, regulated or strategically important programmes, such as medicine or professional programmes.	Desirable

KNOWLEDGE AND ABILITY

Strong understanding of student recruitment, admissions, marketing, brand, CRM, digital engagement and conversion principles.	Essential
Ability to develop insight-led strategies that grow student numbers, tuition fee income, market share, student quality and brand warmth.	Essential
Ability to lead evidence-based recruitment forecasting, scenario planning, pipeline management and risk assessment.	Essential
Ability to use customer insight, market data, applicant behaviour, segmentation and performance metrics to inform strategic decisions.	Essential
Strong understanding of admissions governance, fairness, compliance and applicant experience.	Essential
Strong understanding of brand positioning, campaign planning, marketing channels, digital experience and customer journey optimisation.	Essential

Ability to work across academic schools and professional services to align recruitment, admissions and marketing with institutional priorities.	Essential
Excellent ability to advise executive and governing body audiences on recruitment performance, market dynamics, risks and opportunities.	Essential
Strong supplier, agency and technology partner management skills, including ability to secure value for money and measurable outcomes.	Essential
Knowledge of Salesforce or comparable CRM and marketing automation platforms.	Essential

BEHAVIOURS AND ATTRIBUTES

Exceptional communication and interpersonal skills; persuasive and credible	Essential
Sound judgement, initiative and problem-solving skills	Essential
Strong customer focus with a commitment to the provision of a high-quality professional service	Essential
The ability to motivate and enthuse others	Essential
Ability to lead by example, with enthusiasm, integrity and professionalism	Essential
Evident commitment to the University values	Essential
Commitment to the University's equality and diversity objectives	Essential
Commitment to continuous improved and professional development	Essential
Committed to the provision of a high quality and professional service	Essential
Self-motivated, innovative, creative and resourceful	Essential

We are a values-led organisation. These values inform and sustain all our activities and reflect who we are as people. They tell everyone what is important to us and what drives us. We value:

Friendliness	Ensuring we act in a respectful and inclusive manner
Ambition	Supporting those determined to achieve
Collaboration	Encouraging working together for positive, shared outcomes
Enterprise	Being impact led and placing enterprise at our core
Student success	Working in partnership with our students and empowering them to reach their potential.

Shared Responsibilities

The University of Hertfordshire's vision is to transform lives, whether those of our students or staff. This means that whoever you are, we will support you to reach your full potential and succeed during your career with us. Our staff community comprises innovative individuals who want to develop, excel and add value by doing their very best. We each embody the University values by being friendly, ambitious, collegiate, enterprising and student focused. We are passionate about promoting and working in a diverse and inclusive staff community. Everyone who works for the University is encouraged to share in that sense of belonging, is entitled to feel they are managed fairly, valued and accepted, and understands that they are being supported to succeed.