The Post	
Job Title:	Head of Digital Student Recruitment & Engagement Products
Reference:	REQ06507
Location:	Hybrid (Canterbury and Home)
Reports to:	Director of Digital Products
Responsible for:	Product Manager and Technical Lead
HERA Reference	
Contract Type and Hours	Full time, 37 hours
Grade	K
For further information on the benefits of working at Canterbury Christ Church University please click here.	

Main Purpose of the Role

The main purpose of the Head of Digital Student Recruitment & Engagement Products is to define and deliver a strategy for this portfolio of products that supports business owner objectives and those of the wider institution.

The role holder will support their team of Product Managers and specialists to ensure that the capabilities of the products in this portfolio are continuously enhanced to meet the needs of users, stakeholders and the institution, and that the technologies used are the right ones, and being used strategically, with a focus on maximising value.

Main Duties

1.	Own the strategic roadmap for CCCUs portfolio of digital student recruitment and engagement products – Define and maintain a clear vision, strategy and direction, ensuring alignment with business objectives and user needs.
2.	Work closely with the business owners for the products in your portfolio – Collaborate to shape the product roadmaps, ensuring the product team's work is prioritised effectively and communicated to all stakeholders.
3.	Align product development with business goals – Engage with business owners and stakeholders to understand requirements, manage expectations, and plan delivery according to the Product Lifecycle Process and governance framework; Plan, prioritise, and allocate resources efficiently (either via directly or matrix managing resources); manage team to ensure delivery of goals.
4.	Ensure Architectural Alignment and Compliance – Collaborate with architecture and design to ensure that our digital student recruitment and engagement products are aligned with agreed architectures and adhere to IT policy and standards.
5.	Manage vendor relationships – Oversee partnership vendors, ensuring we are achieving value from the products, and receiving optimal support, cost-effectiveness, and contractual compliance
6.	Ensure security, compliance, and best practices – Ensure policies and controls are implemented to protect data, ensure regulatory compliance, and maintain high operational standards.
7.	Team Management and Capability Building - lead and mentor the team; ensure they have the necessary skills to succeed in their roles; identify skill-gaps, arrange delivery of training, and support internal capability development.
8.	Product Performance - Define and monitor product outcomes and value measures to ensure investment decisions deliver institutional benefit.

Canterbury Christ Church University

Person Specification			
Qualifications and Training	Essential	Desirable	Method of assessment
Degree / equivalent qualification or significant relevant work experience	X		Application
Experience and Knowledge	Essential	Desirable	Method of assessment
Experience of managing a team of Product specialist roles, such as Product Managers, Product Analysts, Service Designers, System Specialists	X		Application and Interview
Experience working with technical teams and architects to deliver product changes in line with agreed standards, policies, and best practices	X		Interview
Experience working with third-party suppliers or vendors, contributing to delivery coordination, issue resolution, and service performance management	X		Interview
Experience of digital marketing, including recruitment and engagement		X	Application
Demonstrable experience of line managing or supervising staff, including providing day-to-day guidance, performance support, mentoring, and contributing to individual development and capability building	X		Interview
Practical experience of operating and supporting a portfolio of live products, including defining strategy and supporting continuous improvement activities	X		Application and Interview
Experience working with third-party suppliers or vendors, contributing to delivery coordination, issue resolution, and service performance management	X		Interview
Skills and Attributes	Essential	Desirable	Method of assessment
Excellent verbal, written, presentation and influencing skills	X		Interview
Ability to communicate effectively with technical and non-technical stakeholders	X		Interview
Strong prioritisation skills, with the ability to balance user needs, technical constraints, and delivery capacity.	X		Interview
A strategic thinker, able to plan across multiple years and horizons	X		Interview
Qualities	Essential	Desirable	Method of assessment
Strong problem-solving and analytical skills, with the ability to identify root causes of issues and design practical, sustainable solutions	X		Interview
Ability to work collaboratively within multidisciplinary teams, contributing positively and fostering effective team working.	X		Interview

Good organisational and time-management skills, with the ability to manage multiple priorities and deliver commitments in a fast-paced delivery environment	X		Interview
Good leadership and mentoring ability, with the confidence to support colleagues, encourage good practice, and contribute to a high-performing team culture	X		Interview

For further information on the academic role profiles, please visit
https://www.canterbury.ac.uk/asset-library/about-us/working-for-us/Academic-role-profiles.pdf