Marketing and Recruitment Business Partner

Department: Marketing, Research Admissions and Outreach | External Relations

Hours of work: Full time | 37 hours per week

Contract type: Open

Salary: £53,353 - £61,823 per year
Introduction

The Marketing and Recruitment Business Partner (MRBP) is a key role designed to coordinate the development and delivery of a faculty marketing and recruitment strategy that aligns central and faculty strategy for domestic and international activity.

The MRBP will report into the central External Relations directorate, in terms of line management (including professional discipline and development; integration with university marketing and recruitment teams), with a dotted line into the Head of Faculty Operations to ensure plans and activities align with overall faculty strategy. External Relations has four divisions designed to enhance reputation and income generation. A principal role of the directorate is to deliver against the University’s priorities in relation to attracting the best possible students from UK and overseas markets. Responsibilities for achieving this span two of the directorate’s divisions: Marketing, Recruitment, Admissions and Outreach (MRAO), and International Student Recruitment, Partnerships and Mobility (IRPM).

MRAO is responsible for strategic and operational plans to support domestic recruitment and access and participation. MRAO manages a shared services model to deliver data-enabled marketing and admissions services that support domestic and international recruitment strategic aims. They are responsible for all matters of fair admissions and OFS, UCAS and CMA compliance matters pertaining to recruitment and marketing.

IRPM operates as our international salesforce team to support international recruitment activity (including working with overseas staff to build brand, engagement and applications in key priority markets), international strategic partnerships and alliances, inbound and outbound mobility and study abroad, international short courses, and the delivery of international strategic plans in support of the University strategy.

The University has grown significantly and is particularly focused on delivering significant diversity to our student population. This has meant that the complexity of the work required has exponentially expanded. In particular we have recognised the need to expand the range of bespoke services to support the needs of our recently strengthened three faculties - Arts & Humanities, Sciences and Social Sciences.

To answer that requirement, and part of our wider organisational change programme - Professional Services Delivery - we are establishing a new hub and spoke model of strategy and operational delivery to support student recruitment that will require a Marketing and Recruitment Business Partner for each faculty in order to support the delivery of stretching student recruitment targets.

Main purpose of the role

The Marketing and Recruitment Business Partner will work closely and collaboratively with the central ‘hubs’ within External Relations - principally the MRAO team and the IRPM team, but also in coordination with the Communications team and the Office for Philanthropic Partnerships and Alumni. The roles will be embedded in each faculty to facilitate close collaboration with Faculty Executive teams, and work as part of the faculty Dean Support Group (DSG).
The hub teams will be responsible for the overall recruitment and marketing strategies in-line with the University’s ten-year strategy and growth plans. The hubs are also the drivers of institutional marketing campaign planning, international recruitment activity, identifying markets to grow in, developing international partnership strategies including articulation and progression agreements, setting widening participation (WP) goals and monitoring, evaluating and refining the effectiveness of all activity designed to deliver against overall number targets and ensuring optimisation of budget deployment.

The appointment to this role is the first step in the process of developing a ‘spoke’ team that is dedicated to support individual Faculty marketing and recruitment targets and requirements. The development of hub and spoke models of operations is part of a wider and significant professional service delivery organisational change programme.

The role holder will therefore play a key role in supporting the implementation of appropriately sized, skilled and resourced faculty ‘spoke’ team and the operational delivery of a market-led data-driven UK and international faculty recruitment and marketing strategy.

The Marketing and Recruitment Business Partner will provide effective and collaborative relationship management between the faculties, departments and central support teams. They will be creative problem-solvers with relevant experience in supporting and enhancing marketing and recruitment strategies that are aligned across departments, faculty and central teams. The role will understand and promote academic portfolios and programmes, commission, interpret and implement customer insights and data to inform marketing and recruitment strategies that achieve recruitment and income generation targets.

**Key responsibilities**

(Role holders will be required to undertake some or all of the duties below)

1. **Role Specific Responsibilities**

   **Strategic, management and planning**

   - Identifying market-informed faculty and discipline-based priorities and develop domestic and international student recruitment and marketing plans which deliver against the faculty strategy, targets and five year forecast for growth and respond to institutional imperatives to enhance diversity and quality of intake.
   - Working with each faculty to identify new future programmes and recruitment opportunities (ie. summer schools, short courses, in-bound and out-bound student mobility)
   - Understand the global market positioning of our portfolio in respect of product suitability, price (including tariff and offer making strategy for the UK), and brand, championing recommendations for discounts and scholarships required in order to drive diversity and demand.
   - Work with colleagues in Planning to map student progress within degrees with the aim of understanding the profile of students with high attainment in order to create lookalike audience profiles within lead generation campaigns.
   - Map and understand the student journey from first enquiry to enrolment working with key stakeholders to improve customer experience and maximise conversion.
Operational

- Understand domestic and global market demand and provide advice and guidance to academic colleagues, Dean, The DSG, Head and Deputy Head of Faculty operations on areas of portfolio opportunity and weakness through the commissioning and interpretation of market and sector intelligence.
- Monitor global recruitment performance at a faculty, programme and departmental level, implementing and mitigating in-cycle against issues in the areas of product, price and promotion to successfully deliver student number and diversity targets.
- Manage the faculty marketing team and liaise with academic colleagues to deliver on and offline subject specific content and campaigns for use across lead generation and conversion activities with specific emphasis on representation of our diverse student population, student voice and peer recommendation working with alumni, existing and prospective students.
- Work with international and UK marketing teams to develop and own subject level conversion plans for UG, PG and International from offer holder through to enrolment.
- Undertake robust, regular competitor evaluation, mystery shopping and data analysis to support new product decisions and portfolio performance and ensure intelligence and insight is communicated and actioned between hub, spoke and departments effectively.
- Engaging with hub teams and academic staff to generate a calendar of engagement across Open Days, Undergraduate Masterclasses, schools events, international events, WP programmes whilst also developing additional future events such as virtual ‘showcase weeks’ for each faculty to supplement institutional engagement.
- Coordinate academic involvement in recruitment events and deliver subject level conversion activities.
- Work with MRAO, IRPM, Head and Deputy Head of Faculty Operations to monitor and understand in-cycle student applications, coordinate tactical in-cycle decisions and actions around offer making, admissions policy and demand generation to achieve departmental and faculty targets. Advising the Dean and DSG of academic, financial and operational implications accordingly.

2. University of York Responsibilities for Grade 8

Service and Operational Delivery

- Through effective leadership, establish a clear vision and set of goals for the service delivery team.
- Ensure that appropriate management systems are in place to support the team and enable them to effectively deliver current and future service requirements.
- Lead delivery of a substantive and/or complex range of services.
- Engage with key stakeholders to influence opinion, delivery and reputation of services.
- Monitor, evaluate and provide feedback on the performance of the operational area and take necessary action to improve the service, including identifying training needs for the team.
- Horizon scan to identify opportunities to improve the efficiency of service operation.
- Provide support and encouragement for members of the team through effective leadership; demonstrate compassion and give advice on commonly occurring wellbeing issues.

Continuous Improvement

- Lead on the design, implementation and monitoring of policy and quality standards, procedures and systems ensuring effective working and continuous improvement.
Engage in external networks or partnerships to identify and influence potential opportunities for service or operational delivery improvements.

Apply leadership and expertise to identify, understand and resolve significant, longer term or complex problems.

Lead continuous development of self and team to ensure ongoing and future breadth and strength of capability and knowledge, organising bespoke training or development opportunities for the team.

Specialist Contribution

Act as a recognised practitioner within own specialist area or discipline, shaping activities, processes and systems.

Design and deliver training sessions in relation to own subject area to the broader team and/or the University.

Provide expertise to maintain and/or develop the systems and processes to support compliance with legislation, statutory duties and to facilitate the delivery of effective services.

Provide expert professional subject knowledge and problem-solving skills, sharing knowledge with the team or wider University population as needed.

Apply technical expertise/analysis to high-level problem resolution, provide technical judgement to guide decision making.

Act as a specialist point of contact for dealing with complex data and information sources, providing interpretation and analysis.

Collaboration and Communication

Lead internal meetings, working groups and sub-committees at an operational service level to influence governance, organisational policy and standards for the service.

Develop long term relationships with senior stakeholders to ensure effective and valued outcomes.

Develop and encourage mutually beneficial internal/external working relationships.

Identify and develop opportunities for communities of practice and knowledge sharing.

Governance and Oversight

Promote and develop a deep understanding of organisational policy and regulations.

Manage quality and regulatory audit process.

Provide advice to stakeholders regarding compliance and regulations where there is significant complexity and/or appropriate assessment of risk required.

Horizon scan to understand emerging legislation and regulation and propose the University’s response to these changes.

Accountable for ensuring procedures and policy meet all required legislative or regulatory standards.

Ensure a safe and secure work environment; take responsibility for health and safety considerations through the completion and implementation of risk assessments.

Planning and Organisation

Responsible for the operational and strategic planning for their area that is likely to involve coordination and integration with broader directorate planning.

Significant input to long term strategic planning.

Lead project scoping, initiation, planning and implementation for large scale/University wide initiatives.
## Person specification

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<th>Role Specific</th>
<th>Essential/Desirable</th>
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<tr>
<td>Professional marketing qualification(s) and/or membership of a recognised body (e.g. Chartered Institute of Marketing)</td>
<td>Essential</td>
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<td>Thorough understanding of the general context of and issues in Higher Education Student Recruitment and Marketing</td>
<td>Essential</td>
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<td>Thorough understanding of the principles, terminology, procedures and best practices of marketing and a knowledge of effective online and offline channels (including social) to target specific groups of young people and their influencers.</td>
<td>Essential</td>
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<td>Knowledge of policies and procedures around Information Governance, Data Protection, Advertising Standards and the Competition and Markets Authority</td>
<td>Essential</td>
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<td>Experience of managing a budget, authorising and reporting on expenditure against budget</td>
<td>Essential</td>
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<td>Understanding of faculty or departmental level issues around student recruitment and marketing</td>
<td>Desirable</td>
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<td>Ability to develop and deliver marketing and recruitment strategies and action plans with engagement of stakeholders.</td>
<td>Essential</td>
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<td>Capacity to question traditional assumptions, think laterally and create new and imaginative approaches to work.</td>
<td>Essential</td>
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<td>Ability to accurately interpret complex data</td>
<td>Essential</td>
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### Qualifications:

Level 6 qualification. (Qualifications at this level include a degree. Please [view the full list](#). We also welcome applicants with equivalent non-UK qualifications or equivalent professional experience.

### Skills - demonstrates the ability to:

- Lead people - providing vision, motivation, inspiration and direction  
- Lead large-scale projects  
- Use digital technologies including Google applications and/or Microsoft Office  
- Communicate to engage and influence others

### Behaviours:

- Works collaboratively with others  
- Delivers a quality service
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<th>Develops self and others</th>
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<td>Actively champions respect, inclusivity, equality and diversity</td>
<td>Essential</td>
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<td>Identifies and implements continuous improvement</td>
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