



**UNIVERSITY
ACADEMY 92**
MANCHESTER



UK STUDENT
RECRUITMENT
MANAGER



Role Profile

Job title:	UK Student Recruitment Manager
Salary/ Rate:	£35,000 - £41,000 (dependent on experience)
Responsible to:	Director of External Affairs
Responsible for:	Student Recruitment Officers x2
Contract Type:	Fixed Term or Permanent
Hours per week / FTE :	Full time

Job Purpose

- Manage the development and execution of UA92's UK student recruitment strategy to achieve challenging targets, using a combination of traditional student recruitment activities as well as innovative routes to reach non-traditional markets.
- Manage the development and delivery of student recruitment aspects of the Access and Participation Plan for UA92.
- Develop a target-based approach to student recruitment activity and team management. Must be comfortable in, and motivated by a result oriented, target driven environment.

Role Specific Duties and Responsibilities

UK student recruitment

- Develop and implement a student recruitment plan to drive applications to study at UA92.
- Identify key markets in which to operate the student recruitment plan.
- Build and optimise a network of target schools and colleges working with UA92; including implementing processes for school communication, monitoring performance and regular visits to key schools and colleges.
- Work closely with the Director of External Affairs to ensure the efficient usage of overall UA92 budgets and the achievement of results.
- Engage with and enlist the support of academic colleagues in supporting student recruitment activity.
- Represent UA92 at local, national and international level on a range of student recruitment and conversion activities
- Alongside the Head of Marketing and Communications, develop and deliver an engaging conversion plan to maximise applicants putting UA92 as their firm choice.

Market information and reporting

- Regularly update internal stakeholders on market intelligence in key markets
- Monitor application statistics and provide regular and ad-hoc reports on performance.
- Report on team performance on a termly basis and respond to anomalies in performance in a timely manner.

Leadership and Management

- Act as an ambassador for and senior representative of UA92 internally and externally.
- Support the development of a dynamic, efficient and effective external affairs team.

- Lead by example, manage and motivate team members and seek to continuously enhance performance.
- Set clear objectives and targets, undertake reviews and provide feedback, coaching and support to individuals and teams.
- Ensure staff learning and development needs are met so they have the knowledge, skills and support to reach their full potential.

General Duties and Responsibilities

- Champion the UA92 brand and foster a culture of innovation, growth, shared responsibility and individual accountability always putting provision of an excellent student experience in primary focus.
- Be a pro-active, effective and supportive team member.
- Maintain a cost-conscious and efficient approach when undertaking all aspects of the role in order to manage resources effectively, optimise performance and contribute to the future success of UA92.
- Comply with appropriate legislation and local policy in respect of confidentiality, information governance and security, Freedom of Information, Data Protection and the GDPR.
- Contribute to a safe learning and work environment ensuring awareness of individual responsibilities and compliance with Health and Safety and Safeguarding policies and procedures at all times.
- Participate in objective/target setting and review/appraisal of your own performance to inform personal development aligned to the role and progression/remuneration decisions.
- Participate in mandatory and other training and development opportunities supporting a culture of continuous professional, personal and team development.
- Promote equality of opportunity and diversity for students and staff ensuring an inclusive and supportive learning and work environment.
- Any other duties commensurate with the grade and level of responsibility for which the post holder has the necessary experience and/or training.

This job description is intended as a general guide to the duties attached to the post. It may therefore be altered from time to time, in consultation with the role holder, to reflect the changing needs of UA92.

Person Profile		
Criteria	Essential / Desirable	Method of Assessment*
Qualifications		
Educated to degree level or equivalent professional experience	Essential	Application form/certificate
Experience and Knowledge		
Significant experience of student recruitment in a further or higher education environment	Essential	Application form/Interview
Experience of working in a target-focused role with evidence of meeting targets	Essential	Application form/interview
Proven experience of designing and developing a recruitment plan and delivering it within a specified budget	Essential	Application form/Interview
Demonstrable ability to prioritise own workload and work on own initiative	Essential	Application form/Interview
Advanced digital fluency and the ability to use management information systems to collate and analyse data and to inform strategic and operational decision making	Essential	Application form/Interview
Knowledge of current higher education policy relating to institutions like UA92	Desirable	Application form/Interview
Experience in managing and leading a high performing, motivated team to achieve challenging targets	Essential	Application form/Interview
Job Related Skills and Abilities		
The ability to build and nurture effective relationships and networks at all levels in order to achieve business goals	Essential	Application form/Interview
Confident and effective presentation skills showing ability to adapt presentation content for different audiences.	Essential	Interview
Excellent written communication and report writing skills	Essential	Application form/interview
Proven ability to operate in a wide range of markets and ability to apply tact and diplomacy in dealing with stakeholders and colleagues from a variety of cultural backgrounds	Essential	Application form/Interview
Values and Behaviours		
A clear passion for and a desire to provide an outstanding student/customer experience.	Essential	Application Form / Interview

A commitment to equality and diversity and the safeguarding and wellbeing of young people, vulnerable adults, children and staff.	Essential	Application Form / Interview
A strong and resilient team player with drive, determination and a natural desire to work collaboratively.	Essential	Application Form / Interview
A high level of integrity with a personal style that inspires trust and confidence.	Essential	Interview
Innovative, creative and resourceful, with a commitment to continuous improvement.	Essential	Interview
Enthusiastic and self-motivated with a commitment to continuous professional development.	Essential	Interview
A willingness to work flexibly including evenings and weekends and to travel to meet the needs of the role, as required.	Essential	Interview

***Application Form** – assessed against the curriculum vitae and supporting letter. Normally used to evaluate factual evidence eg award of a qualification, level of experience, skill or ability and scored, as appropriate for shortlisting purposes.

*** Certificate** – copy of qualification certificate is required as proof of attainment upon appointment.

***Interview** – assessed and scored during the interview process via competency based interview questions, assessment test(s), presentation, micro teaching session etc.