**Job Advert**

**Job Title: Head of Marketing & Recruitment**

**Permanent**

**Site: Middlesbrough / Hartlepool**

**Hours per week: 37 hours** *(due to the nature of this role flexibility in working hours is required with some weekend and evening work)*

**Salary – Competitive**

The Northern School of Art has provided students with specialist art and design education in the North East for over 100 years. Dating back to 1870 when The Middlesbrough School of Art was opened shortly followed by The Government School of Art in Hartlepool in 1874. The School, formerly the Cleveland College of Art & Design (CCAD) was formed in 1979 by the merger of Teesside College of Art, Middlesbrough, and the Hartlepool College of Art.

Being the only educational institute dedicated to art and design in the North East over this course of time has given our school immeasurable experience and expertise in creative education. We have had the opportunity to work with outstandingly talented students who have graduated to become some of the best in their respective industries. Our Alumni include Ridley Scott, director of Alien and Blade Runner, car designer Keith Patterson and artist Mackenzie Thorpe.

We are pleased to be recruiting to the newly created role of Head of Marketing and Recruitment following the merger of the Marketing and Recruitment departments. This role is pivotal in progressing the strategic objectives of the School and we are seeking a highly motivated and experienced candidate with effective leadership and management skills to develop and implement a Marketing, Recruitment and Admissions strategy across the Further Education and Higher Education markets.

**Duties and responsibilities of the role include:**

* Development and implementation of a Marketing, Recruitment and Admissions strategy that supports the strategic objectives of the School.
* Collaboration with senior leadership to ensure the strategy aligns with curriculum development and institutional priorities.
* Using data analytics, identify trends and provide actionable insights to inform continual development of the Marketing, Recruitment, and Admissions strategy.
* Monitoring of key performance indicators, including application numbers, conversion rates, and enrolment figures, to assess strategy effectiveness and identify areas for improvement.
* Driving innovation in student recruitment practices to respond to sector trends and applicant experiences.

Please see the attached job description and person spec for more information about the role.

***In return we offer:***

* An opportunity to work for an institution that supports work-life balance, and cares for the wellbeing of staff;
* Staff development opportunities;
* Generous annual leave;
* Free confidential counselling service and physiotherapy;
* Free eye tests and contribution towards glasses for VDU use;
* Free IT products including Microsoft Office and Adobe Creative Cloud;
* Payment of Professional fees;
* Staff recognition awards;
* Free car parking and access to other staff benefits; and
* Access to the Local Governmentscheme (with significant employer contributions).

**Closing date for receipt of completed applications:**

**Sunday, 6 April 2025**

**Interviews (to include a presentation by candidates) will be held on**

**Monday, 14 April 2025**

To download an application pack, please visit <https://northernart.ac.uk/careers/>

*Please send your completed application to* [*jobs@northernart.ac.uk*](mailto:jobs@northernart.ac.uk)

The Northern School of Art recognises that it has a statutory and moral duty to promote and safeguard the welfare of its students who are under the age of 18 and of its vulnerable adults.

This role is exempt under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975.

If successful an Enhanced DBS Check (with barred list) will be required. Please note, it is an offence to apply for the role if the applicant is barred from engaging in regulated activity relevant to children.

Additionally, as part of the School’s shortlisting process, an online search will be carried out on all shortlisted candidates.