**Job Description**

**Post:** Head of Marketing & Recruitment

**Location:** Middlesbrough/Hartlepool

**Line Manager:** Principal

**Line Manager to:** SeniorRecruitment Advisor, Recruitment Advisors, HE Admissions Coordinator, Graphic Designer, Digital Marketing Officer, Marketing Content Officer, PR Officer, and Student Ambassadors

**Directorate:** Governors/Principals Office

The Job Description and further particulars set out below are intended to provide information about the role and responsibilities associated with the post. Some of the duties listed below will be of a continuing nature, others cyclical or periodic, yet others will take the form of particular projects to be undertaken as and when necessary as the needs of the Corporation change.

**Job Purpose:**

To develop and implement a comprehensive Marketing, Recruitment, and Admissions strategy that aligns with the strategic aims of the School, driving student recruitment across FE and HE markets. This role ensures the effective leadership and management of the Marketing, PR, Recruitment and Admissions functions, utilising data-driven insights to maximize student enrolment while building the School's reputation as a premier provider of creative education.

# Main Duties and Responsibilities

**Leadership & Management**

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

**Marketing**

1. Lead and effectively manage the Marketing, PR, and Digital Communications team, including the Graphic Designer and social media editors, fostering a culture of creativity and innovation.
2. Coordinate external market research efforts, gathering insights into market trends and competitor activities, while actively contributing to curriculum development discussions as a Curriculum Development Group member.
3. Plan and execute targeted activities to elevate the School’s profile as a leading provider of both HE and FE education.
4. Develop and implement a comprehensive content marketing plan, increasing website traffic through coordinated SEO and PPC campaigns.
5. Oversee the creation and coordination of promotional materials—including the website, prospectuses, brochures, and e-marketing—ensuring all content aligns with the School’s brand and messaging.
6. Direct the development and implementation of the School’s PR strategy, crafting and coordinating press releases to maximize positive exposure, while regularly reporting on AVEs and PR value.
7. Manage the procurement of promotional literature, ensuring cost efficiency and adherence to procurement guidelines.
8. Conduct marketing audits and periodically review strategies and operational plans with external consultants to ensure adherence to best practices.
9. Collaborate with digital and creative agencies, providing clear briefs and leadership on external projects.
10. Work closely with the Director of HE Quality & Enhancement to ensure all marketing publications comply with QAA quality code and CMA guidelines for public information standards.
11. Commit to continuous professional development, staying informed of the latest trends, tools, and techniques in marketing to ensure ongoing excellence.

**Student Recruitment**

1. Oversee the recruitment team, providing strategic direction and operational support to ensure delivery of recruitment targets.
2. Develop and implement a Student Recruitment operational outbound plan derived from the Marketing Strategy.
3. Develop and monitor key performance indicators (KPIs) for recruitment, including application numbers, conversion rates, and enrolment figures.
4. Oversee all outreach activities, including open days, taster sessions, and school liaison events, ensuring alignment with the institution's brand and messaging.
5. Build and maintain strong relationships with feeder schools, colleges, and other external organisations to drive recruitment pipelines. This includes the development of the School’s teacher network
6. Ensure the delivery of a high-quality customer experience, from awareness stage to enrolment.

**Admissions**

1. Manage the admissions process, ensuring a seamless applicant journey from initial inquiry to enrolment.
2. Lead the Applicant Journey Group to enhance the prospective student experience.
3. Oversee the work of the HE Admissions Coordinator to ensure timely processing of applications and adherence to admissions policies.
4. Develop and implement procedures to improve application conversion rates and reduce applicant drop-off.
5. Coordinate interview training for staff to ensure consistency and professionalism in applicant interactions.
6. Collaborate with the MIS Manager to analyse admissions data, identifying trends in applicant demographics, programme demand, and conversion rates.
7. Evaluate feedback from applicants and decliners to improve the admissions experience.

**GENERAL DUTIES:**

* Ensure other members of the team have information to cover effectively for you in your absence.
* To engage in professional development and networking to ensure that professional, and strategic contributions are up-to-date.
* Ensure that the Corporation’s Health & Safety Policy is adhered to at all times and take responsibility for general health and safety housekeeping within your work area.
* Participate actively in the performance management scheme, agreeing objectives, attending reviews and undertaking professional development as required.
* Ensure that the Corporation’s Equality and Diversity policy is adhered to at all times and tackle or report discrimination and harassment wherever it occurs.
* Ensure the safeguarding of learners at all times and report any potential issues without delay.
* All employees are expected to be fully committed to policies/processes on equality, diversity, safeguarding and the Prevent Agenda.
* All staff members are responsible for safeguarding children and adhering to the principles and guidelines outlined in the Keeping Children Safe in Education framework.
* Any other duties commensurate with the nature and level of the post, as directed by the Principal.
* This list is not exhaustive and is only an indication of responsibilities.

Due to the nature of this post, some flexibility is required with relation to working hours as some weekend and evening work will be required.

**SAFEGUARDING**

We are committed to safeguarding and protecting the welfare of children and expect all staff and volunteers to share this commitment.  A Disclosure and Barring Service Certificate will be required for all posts. This post will be subject to enhanced checks as part of our Prevent Duty.

**EQUALITY, EQUITY, DIVERSITY AND INCLUSION**

At The Northern School of Art, we want all of our employees to feel included bringing their passion, creativity and individuality to work. We value all cultures, backgrounds and experiences, and we truly believe that diversity drives innovation.

**Person Specification**

| Specification, whether essential or desirable and where the specification will be assessed. | Essential | Desirable |
| --- | --- | --- |
| Qualifications |  |  |
| Degree qualification (or equivalent), or relevant experience in events management, marketing or related discipline | Y |  |
| Evidence of continuing professional development and regular updating of skills | Y |  |
| 5 GCSEs at grade C or above, or equivalent, including English and Maths | Y |  |
| Master’s degree in marketing, business, or a related discipline |  | Y |
| Professional membership or certification (e.g. CIM) |  | Y |
| Experience |  |  |
| Significant experience (minimum 3 years) in marketing, student recruitment, admissions, or a similar role. | Y |  |
| Proven track record of developing and implementing marketing or recruitment strategies that achieve measurable outcomes. | Y |  |
| Experience of managing a team and providing leadership in a collaborative environment. | Y |  |
| Experience of data analysis and using insights to inform decision-making and strategy development. | Y |  |
| Experience of planning and coordinating high-profile events (e.g., open days, recruitment fairs). | Y |  |
| Experience in creating effective promotional materials and campaigns, including digital and print formats. | Y |  |
| Familiarity with admissions processes and systems, including UCAS and applicant journey management. | Y |  |
| Experience of working to tight deadlines and managing competing priorities. | Y |  |
| An understanding of safeguarding principles, policies, and practices, including the Prevent duty | Y |  |
| Experience in the education sector, particularly FE and HE markets. |  | Y |
| Experience with SEO, PPC, and content marketing. |  | Y |
| Proven ability to manage budgets effectively |  | Y |
| Project management experience. |  | Y |
| **Knowledge, skills and abilities** |  |  |
| Advanced knowledge of marketing principles, recruitment strategies, and admissions processes. | Y |  |
| Strong leadership and team management skills, with the ability to inspire and develop staff. | Y |  |
| Proficiency in using data and analytics to measure performance and identify trends. | Y |  |
| Excellent verbal and written communication skills, with the ability to create engaging content and present to diverse audiences. | Y |  |
| Strong organizational skills with the ability to prioritise effectively and work to deadlines. | Y |  |
| A high level of proficiency in digital tools, including Microsoft Office, CRM systems, and social media platforms | Y |  |
| Ability to maintain confidentiality and handle sensitive information appropriately. | Y |  |
| Knowledge of QAA quality code, CMA guidance, and public information standards |  | Y |
| Familiarity with art and design education markets and courses. |  | Y |
| **Personal Attribute** |  |  |
| A strategic thinker who can balance long-term goals with day-to-day responsibilities. | Y |  |
| Proactive, self-motivated, and able to work independently as well as part of a team. | Y |  |
| A positive and adaptable attitude, with the ability to respond flexibly to changing circumstances. | Y |  |
| Professional and confident in dealing with internal and external stakeholders. | Y |  |
| Committed to equality, diversity, and safeguarding principles. | Y |  |
| A creative problem solver who brings innovative solutions to challenges. | Y |  |
| Strong attention to detail and a commitment to delivering high-quality work | Y |  |
| Passionate about creative education and its role in transforming lives and communities. |  | Y |