

CANDIDATE PACK

UK Student Recruitment & Outreach Manager

Global Recruitment Admissions Marketing & Communications

UNIVERSITY OF
WESTMINSTER 



OUR UNIVERSITY

Under the inspirational leadership of Professor Peter Bonfield OBE, the University of Westminster is a place where discoveries are made, barriers are broken, diversity is celebrated and where everyone is welcome. Serving more than 21,000 undergraduate, postgraduate, apprentice and executive students, our mission is to transform the lives of young people from all backgrounds. We seek to make the world a more inclusive, sustainable, better and healthier place through our educational, research and knowledge exchange endeavours.

Since our founding in 1838 we have stood out as innovators, committed to tackling social inequalities. In 2021, our University ranked 2nd in England out of more than 100 higher education institutions for social mobility. The ranking - produced by the Institute for Fiscal Studies and the Sutton Trust - compares the number of students from low-income backgrounds at universities, and the extent to which their studies helped them to move up the income ladder. Westminster has the second highest performance among universities in England.

As we focus forward to 2029, we will continue to do so in a way that is true to our progressive, compassionate and responsible values. Our education offer will be more personalised and authentic, giving students from all backgrounds an opportunity of transformative learning, helping them succeed in their studies and professional lives. Our curriculum will be employability-linked, leading to stronger outcomes and helping prepare our graduates for the world of work and for life. Our research and knowledge exchange will enable us to maximise our positive impact on societies in the UK and around the world in an environment where everyone is inspired to succeed. Our priorities of wellbeing, inclusion and sustainable development will help us as we navigate through the challenges and opportunities towards 2029.



OUR PRIORITIES

The University's 2022-2029 strategy, *Being Westminster*, sets us apart and builds on our unique history and achievements. In our University, we value social justice, moral conscience, inclusivity and equality, acting positively together to make change for good.

The University of Westminster has three priorities.

WELLBEING

Working and studying together at Westminster as a community of students and colleagues is a big part of our lives – doing so in an environment that places our wellbeing front and centre helps us to be safe and feel safe. We care for the safety, health and wellbeing of those around us as well as ourselves.

INCLUSION

All Westminster, colleagues and students are in a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and is a place where harassment and discrimination are not tolerated. As a responsible institution, we strive to ensure and to champion equality. As a progressive institution, we take pride in our diversity. As a compassionate institution, we commit to an inclusive culture that allows students and colleagues to reach their full potential.

SUSTAINABLE DEVELOPMENT

We take inspiration from the 17 United Nations' Sustainable Development Goals (SDGs) in how we drive our actions and activities and governance across our University. As a community, we bring together our collective energies to play our part in addressing the climate crisis and inequalities to enable a more sustainable and socially just world. We are one of the top 20 universities in the world in SDG 5 for providing equal access and supporting the academic progression of women. We are one of the top 25 universities in the world in SDG 10 tackling economic, health based and international inequalities. We are in the top 50 universities in SDG 12 for promoting resource and energy efficiency, having a sustainable infrastructure, and providing access to basic services for all.



OUR OBJECTIVES 2022-2029

Against a backdrop of a changing and challenging higher education environment, the University has recently completed a major review of its objectives and strategy, and has published its commitments for the period 2022-29.

EDUCATION

We will offer personalised and authentic education, underpinned by an inclusive curriculum, to enable all our students, from all backgrounds, to engage in transformative learning and to succeed in their studies and professional lives. We will address global, political, and social challenges through a relevant demand-led and forward-looking portfolio. We will do this by offering authentic teaching, learning and assessment modes which immerse students in the wider-world through live projects, work-based learning and global opportunities. We will invest in our people to enable all teaching colleagues to plan and deliver exceptional learning experiences and professional colleagues to offer exceptional support. Students will be empowered by working in partnership with colleagues and fellow students to shape the Westminster experience. We will develop an integrated physical and digital environment that supports excellent practical, active and collaborative learning for all our students.

RESEARCH AND KNOWLEDGE EXCHANGE

Research and knowledge exchange are fundamental to our commitment to making a positive difference to the world and transforming lives. We are committed to research in four priority areas: Diversity and Inclusion; Health Innovation and Wellbeing; Sustainable Cities and the Urban Environment; Arts, Communication and Culture. Our excellence in research and knowledge exchange will infuse our education endeavour, inspiring and equipping our students as agents of change locally as well as globally. We will continue to grow our community of PhD researchers, ensuring that the Westminster postgraduate research experience remains sector leading and the foundation for great careers. In knowledge exchange we will focus on engagement with government, business and with the public and local community. We will achieve more when we identify shared interests and build partnerships with our communities and collaborate for the public good with a clear civic purpose.

EMPLOYABILITY

We will ensure that all our students benefit from employability-led learning and purposeful engagement with employers, business and industry, to give students from every background the best possible preparation for the world of work and enable the best possible employability outcomes. We will do this through the further extension and embedding of programmes such as work-based and placement learning; the Westminster Employability Award; Westminster Working Cultures; mentoring; and student enterprise. Employability-related learning will be a core and critical part of the courses and curriculum we offer, right across the University. It will be front and centre of life at the University for students and colleagues.



A key priority will be the development of a dedicated Centre for Employability and Enterprise at 29 Marylebone Road, intended to transform our student experience and our engagement with business, industry and employers. The Centre will provide a game-changing experience through which undergraduate and postgraduate students from across Westminster will come together and practise enterprise; develop an entrepreneurial mindset and skills; access training, work, projects, business advice and mentoring; and connect directly with employers. The future-focused environment of the Centre will scale up our employability provision, helping our students to be 'fit for the future' in the most challenging of post-pandemic labour markets and economic environments. It will strengthen links between our UK-based and international employer partners and our motivated, bright, work-ready students, affording employers access to a diverse mix of people right for the needs of the contemporary workforce.

GLOBAL ENGAGEMENT

We will raise the international reputation and reach of the University, ensuring that 30% of our undergraduate community and 70% of our taught postgraduates come to us from overseas. Overseas partnerships will remain central to our global engagements. We will prioritise the outward mobility of our students to partner institutions, contributing to students' development of employability skills and competences. We will extend and deepen our Trans-National Education relationships. These partnerships, particularly that with Westminster International University in Tashkent, will move beyond franchised or validated arrangements to embrace employability, alumni-related research, CPD and knowledge exchange connections.



OUR STRUCTURE

ACADEMIC STRUCTURE

Our structure is built to deliver an enhanced learning environment, stronger and broader industrial, international and professional connections and pioneering and impactful research. The University comprises three Colleges:

Westminster Business School

- School of Organisations, Economy and Society
- School of Finance and Accounting
- School of Applied Management
- School of Management and Marketing

Design, Creative and Digital Industries

- School of Architecture and Cities
- Westminster School of Arts
- School of Computer Science and Engineering
- Westminster School of Media and Communications

Liberal Arts and Sciences

- School of Social Sciences
- Westminster Law School
- School of Humanities
- School of Life Sciences

The University Executive Board comprises:

- Vice Chancellor and President
- Deputy Vice Chancellor (Employability and Global Engagement)
- Deputy Vice Chancellor (Education and Students)
- Deputy Vice Chancellor (Research and Knowledge Exchange)
- Chief Operating Officer and University Secretary
- Three Heads of College

PROFESSIONAL SERVICES

Our Professional Services teams support the effective and professional delivery of our teaching, research and knowledge exchange and the management of student residences and sports facilities.

- Academic Registry
- Business Engagement
- Estates
- Finance and Commercial Activities
- Global Recruitment, Admissions, Marketing and Communications
- Information Systems and Support
- People, Culture and Wellbeing
- Strategy, Planning and Performance
- Student and Academic Services



JOB DESCRIPTION

Job Title: UK Student Recruitment and Outreach Manager

Reports to: Head of Marketing, Brand and Campaigns

Department: Global Recruitment Admissions Marketing & Communications

Grade: NG7

ROLE PURPOSE

The UK Student Recruitment and Outreach Manager is responsible for developing and implementing a UK student recruitment and outreach plan. This will include coordinating and managing activity with feeder schools and colleges and other external organisations, in addition to the delivery of key student recruitment events. The postholder will use data and sector expertise to strategically target, engage and measure work delivered. The post holder will work closely with the Head of Marketing, Brand and Campaigns and colleagues across the University to help achieve student recruitment targets. In addition, the post holder will help to deliver Widening Participation interventions and contribute towards the delivery of the university's Access and Participation Plan.

PRINCIPAL ACCOUNTABILITIES

1. Manage the development, implementation and monitoring of annual plans to support the UK's domestic recruitment and engagement objectives and targets. Plans will detail fully costed activities e.g. school and college visits and outreach support and promotional activities, on and off campus. The postholder will be required to work collaboratively with our three Colleges, as well as other professional service teams, in particular Marketing and Course Enquiries, to ensure that recruitment programmes and events are informed by the University's marketing strategy and current market insight.
2. Build, maintain, share and record expert knowledge of relevant domestic market environments. This will include identifying and analysing education, social, market and government trends in UK educational development and an excellent knowledge of UK education qualifications and frameworks and relevant competitor activity nationally and will take account of the need for competitive benchmarking and sound commercial best practice and to ensure that these are incorporated into strategic responses.
3. Manage the monitoring and evaluation of patterns of attendance at UK recruitment events, enquiries generated, the conversion rate of students to the University, and making recommendations with particular reference to market conditions including trends, competitor analysis, successes,



failures and opportunities. This will be supported by relevant market insight, statistical information and analysis, to feed into recruitment planning and University target setting

4. Work with colleagues to co-ordinate the attendance of student ambassadors at relevant student recruitment events, including open days.
5. Lead and manage the UK Student Recruitment and Outreach Team, demonstrating good practice line management, ensuring that all relevant people management policies are effectively implemented in accordance with brand values and leadership and management competencies. The postholder will ensure that all direct reports engage with the University's PDR process, and provide a role model to all members of the department, committed to, and accountable for, developing the capabilities of themselves and the Outreach Team members.
6. Lead the development of new training materials and collateral, both online and offline, to support pre and post 16 UK recruitment activities/events. The postholder will be required to work collaboratively with College and Global Recruitment, Admissions, Marketing and Communications (GRAMC) teams as appropriate, and ensure the consistent implementation of the University brand and the provision of accurate and up-to-date information to support the recruitment process.
7. Lead the development and maintenance of a database of local, regional and national links with schools and other feeder organisations with particular emphasis on London and the Home Counties to support the University's UK student recruitment. This will act as the key data source for the University's CRM communications and take into consideration GDPR, safeguarding and other legal requirements.
8. Manage key relationships with University staff to encourage best practice in student recruitment.
9. Manage the Student Recruitment and Outreach Team's operational budget across all activities.
10. Acting as outreach lead for the delivery of widening participation interventions in relation to the university's Access and Participation Plan. This will be supported by a dedicated Widening Participation Manager and Widening Participation Officer as part of the Student



11. Other duties within their competence, as may be requested by the Head of Marketing, Brand and Campaigns, including managing cross-functional projects from time to time.

CONTEXT

The UK Student Recruitment and Outreach team is managed within the Global Recruitment, Admissions, Marketing and Communications function by the Head of Marketing, Brand and Campaigns. The function ensures a consistent, coherent, value-for-money and impactful approach to marketing communications, supporting income generation through brand development, reputation management, student recruitment and corporate positioning.

The UK Student Recruitment and Outreach Manager will be leading UK Student Recruitment and Outreach team to ensure the University is proactively creating strategic links and relationships with key feeder schools and colleges - primarily within London and the south-east, but also across the UK when necessary.

Working towards agreed annual and 5-year student recruitment targets, the post-holder plays a pivotal role in raising the visibility of the University brand to key audiences through planned and measured outreach activity.

The nature of the role is such that there will be frequent periods of UK travel and out of hours working - including evening and weekends to support bespoke events and University Open Days. There will also be a requirement to travel across our various Central London campuses, as well as Harrow.

The post-holder must be comfortable in challenging the status quo in pursuit of ambitious, but realistic, goals, always striving for more while working within closely managed budgets.

All Departments are expected to think creatively about the effectiveness of the University's administration and to initiate change and innovation in accordance with the needs and expectations of Westminster as a modern, professional, international university. Key to the success of the professional support functions is the need to continue to develop positive, forward-looking, relationships with academic colleagues and to foster a service ethos whereby efficient, effective and consistent support frameworks, policies and processes are developed in partnership with academic colleagues; innovation is supported and encouraged, and all activities support the achievement of University objectives by enhancing the quality of the student and staff experience.

The post holder will be expected to deliver a high-quality service and exhibit the highest standards of professional conduct and performance ensuring these are reflected in staff teams. The post holder will also be expected to set standards of professional conduct in line with appropriate professional membership and competencies framework.

This role is also crucial in helping to deliver of the university's Access and Participation plan by ensuring we achieve the objectives identified. Dedicated Widening Participation resources are embedded into the UK Student Recruitment and Outreach team.



The University requires all post holders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

DIMENSIONS

- Line managed by the Head of Marketing, Brand and Campaigns
- Line management responsibility for six members of staff and with responsibility for Student Ambassadors as and when required.
- Pay and non-pay budgetary responsibility (reviewed annually).

KEY RELATIONSHIPS

- Head of Marketing and Campaigns
- Marketing and communications department
- Course Enquiries and CRM team
- Admissions team
- Corporate Planning and Performance
- Key College staff
- Academic and professional service managers with responsibilities for promotion of University services
- Schools and other feeder organisations
- Peer role holders from other competitor and non-competitor universities
- External suppliers.



PERSON SPECIFICATION

QUALIFICATIONS

Essential

A relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills.

Desirable

A qualification in careers, advice and guidance.

TRAINING AND EXPERIENCE

Essential

- Experience in developing and implementing student recruitment and outreach plans or projects
- Experience of working with secondary, further and higher education including teachers/lecturers and/or pupils
- A sound knowledge of UK Government policies in education, and the HE operating environment.
- Experience in dealing with students in an educational setting
- Experience in dealing with public enquiries, both in the office and at events/exhibitions/trade fairs
- Experience of events planning, organisation and management
- Experience of leading, managing and motivating a professional team to internal and external professional requirements
- Experience of managing good quality, responsive and cost-effective services, both directly and through partnerships where appropriate.
- A proven track record of successfully managing and delivering projects within a medium to large organisation and resource constraints.
- Experience of effective resource management, including prioritising and targeting of resources within approved budgets
- Demonstrate the ability to work effectively as a member of a team, to high professional standard and tight deadlines.
- Comfortable working with statistical information e.g. collating and interpreting information from a range of sources.
- Experience of drafting formal documents including business reports, presentations and guidance documents for public and internal consumption.
 - Experience of working within Widening Participation and delivery of relevant interventions.

Desirable

- Experience of working in a large complex organisation
- Experience of using student records systems
- Competence with corporate management databases e.g. finance and Human Resources systems, with employee and manager self- access
- Working with agencies and/or contractors



APTITUDES, ABILITIES AND PERSONAL ATTRIBUTES

Essential

- Ability to think and act strategically, whilst ensuring that services are effectively delivered.
- Ability to communicate and secure working relationships and develop these in a way which enables all staff and students to take a greater part in decision-making
- Confident and effective communicating with people at all levels i.e. building effective relationships; facilitating discussions with individuals and groups in a multi-cultural environment to successfully deliver initiatives/priorities for the Service.
- Ability to work under pressure to tight deadlines while applying quality standards to all tasks and ensuring that nothing is overlooked.
- Ability to work flexibly, taking account of new information, unexpected situations or changed circumstances and modifying understanding of a problem or situation accordingly, taking advantage of opportunities and overcoming problems.
- Ability to project and promote a confident, responsible and resilient attitude at all times.
- Well planned and organised, both personally and as a manager, being able to break down a course of action into smaller steps and making allowance for potential problems
- Ability to effectively deliver conflicting priorities and challenging workloads by maintaining focus on agreed objectives and deliverables whatever the circumstances and monitoring progress against targets.
- Ability to engage effectively with people at all levels.
- Established IT skills including knowledge of a range of Microsoft Office packages on PC or Mac
- Interested in working with people
- Ability to deal with and understand people of all ages and backgrounds
- Must share and exemplify the University's values
- Good leadership qualities, drive, and a credible and persuasive approach.
- Committed to self-development.
- Integrity and independence of judgement
- Adaptability and the flexibility to be responsive to new ways of working.
- Comfortable with working in a team and individually on a discrete portfolio of work
- Preference for openness and transparency
- Preference for collaborative working
- Positive about the benefits of change
- Comfortable with ambiguity and rapidly changing agendas
- Efficient and reliable.



- Out of hours working including weekends and some travelling will be part of this role
- Fully committed to creating a stimulating learning and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

Desirable

- Knowledge of government policy and experience of writing risk assessments and child protection issues



HOW TO APPLY

To apply for this vacancy, please visit our [vacancies page](#) where you will be able to download our application form template. You will then be requested to complete a quick registration before being able to upload completed application form and any supporting documentation.

Applications should include:

- A concise statement in support (ideally no longer than two pages), addressing the criteria in the Person Specification and motivation for applying.
- You may also include an up to date curriculum vitae;
- names and contact details of two referees (although referees will only be approached at offer stage).

The deadline for receipt of applications is midnight on 4 August 2024.

Interviews will take place on 14 August 2024.

An appointment will be made subject to proof of eligibility to work in the UK and satisfactory references being obtained.

At the University of Westminster, diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all our stakeholders.

We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

The University has adopted Smart Working principles to support and further our Equality, Diversity and Inclusion aims of being an inclusive, collaborative and flexible employer. Further details of Smart Working can be discussed at interview stage.



OUR BENEFITS

The University offers a range of wellbeing and work-life balance benefits to recognise and reward the essential contribution our colleagues make to success and growth. Our benefits are inclusive for colleagues of all backgrounds including LGBTQ+ colleagues, disabled colleagues, pregnant colleagues, parents and carers, as well as colleagues of all genders, age, ethnicities, nationalities, religion and beliefs, and marriage and civil partnership status.

- 35 days annual leave per year, plus bank/national holidays and University of Westminster closure days (pro-rata for part-time staff).
- A generous occupational pension scheme.
- Annual incremental progression and/or cost of living reviews.
- Generous maternity, paternity and adoption leave.
- Flexible working and smart working.
- Learning and development opportunities.
- Free membership rates for a wide range of sporting facilities, including gyms at Regent Street and Harrow campuses, as well as the Chiswick Sports Ground.
- Employee assistance programme.
- The opportunity to participate in other attractive employee benefit schemes such as Cycle to Work, Eye Care Vouchers, Season Ticket Loans, and Give As You Earn.





[westminster.ac.uk](https://www.westminster.ac.uk)

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