

Recruitment Pack

**EXECUTIVE DIRECTOR
MARKETING, COMMUNICATIONS & STUDENT
RECRUITMENT**



An Outstanding Senior Leadership role

The University of South Wales is Wales' largest University with 30,000 students across 3 campus locations in Cardiff, Newport and Pontypridd. The next phase of our development is hugely exciting, using our innovative Academic Plan to enhance an already impressive academic portfolio through to 2020 and beyond. And it starts here with this excellent opportunity to be part of our senior leadership team.

Executive Director – Marketing, Communications & Student Recruitment

Competitive salary plus benefits

Our objective is to place students at the heart of everything we do and attracting them to study with us is a most crucial part of our offering. Leading the marketing, student recruitment, and corporate communications functions, this is a challenging role for a highly creative individual who will bring flair and innovation to the role. Your ability to lead, influence and motivate professional and academic colleagues will be tried and thoroughly tested. As a key member of the Vice Chancellor's Executive Board you will be expected to contribute at the highest levels of leadership within the University, using innovative initiatives and personal credibility to help us achieve our strategic aims.

To discuss the requirements of the role in more detail please contact Donogh O'Brien at Aspen People on 0141 212 7555.

To apply, please send a cover letter and CV to [Aspen People](#) by 9am on Thursday 19th May 2016.

MARKETING, COMMUNICATIONS & STUDENT RECRUITMENT

JOB DESCRIPTION

Job Title: Executive Director – Marketing, Communications & Student Recruitment

Salary: Competitive

Responsible to: Deputy Vice Chancellor (Academic)

Main Purpose of Job:

To shape and tell the story of the University of South Wales in a dynamic way which informs the world about the Universities commitment to students and engagement with employers that will result in growth in business engagement and student applications and student numbers

Principal Responsibilities and Duties:

1. Expand the visibility of the University through development of multiple contemporary and innovative methods of communicating and showcasing the accomplishments of our students, staff and alumni
2. Develop and promote the University's brand and brand values and reputation globally with prospective students and key stakeholder groups
3. Take a lead within the University for developing a marketing and communication strategy that has a strong message alignment and one which is adopted by all staff
4. Lead on education of the institution about roles and effective use of communication and marketing methods and strong message alignment
5. Establish clear priorities for marketing initiatives aligned to performance metrics
6. Devise and implement effective marketing strategies and campaigns that result in growth in applications and student numbers
7. Effectively manage resources for maximum impact and efficiency
8. Understand Higher Education policy, analyse sector trends and network effectively across the U.K sector and beyond to inform marketing plans
9. Work in partnership with the Deputy Vice Chancellor (academic) and Deans of Faculty to ensure the University's academic portfolio meets the needs of prospective students and stakeholders
10. Provide strategic support and oversight to the Director of Student Recruitment and Admissions ensuring applicant conversion is maximising via CRM process integration and that the University recruits with integrity at all times.

12. Provide strategic support and oversight to the Director of Partnerships and Widening Access to grow USW provision and increase progression opportunities
13. Lead on/or participate in pan-university initiatives as required to further the aims and needs of the institution.

MARKETING, COMMUNICATIONS & STUDENT RECRUITMENT

PERSON SPECIFICATION

Job Title: Executive Director - Marketing and Communications & Student Recruitment

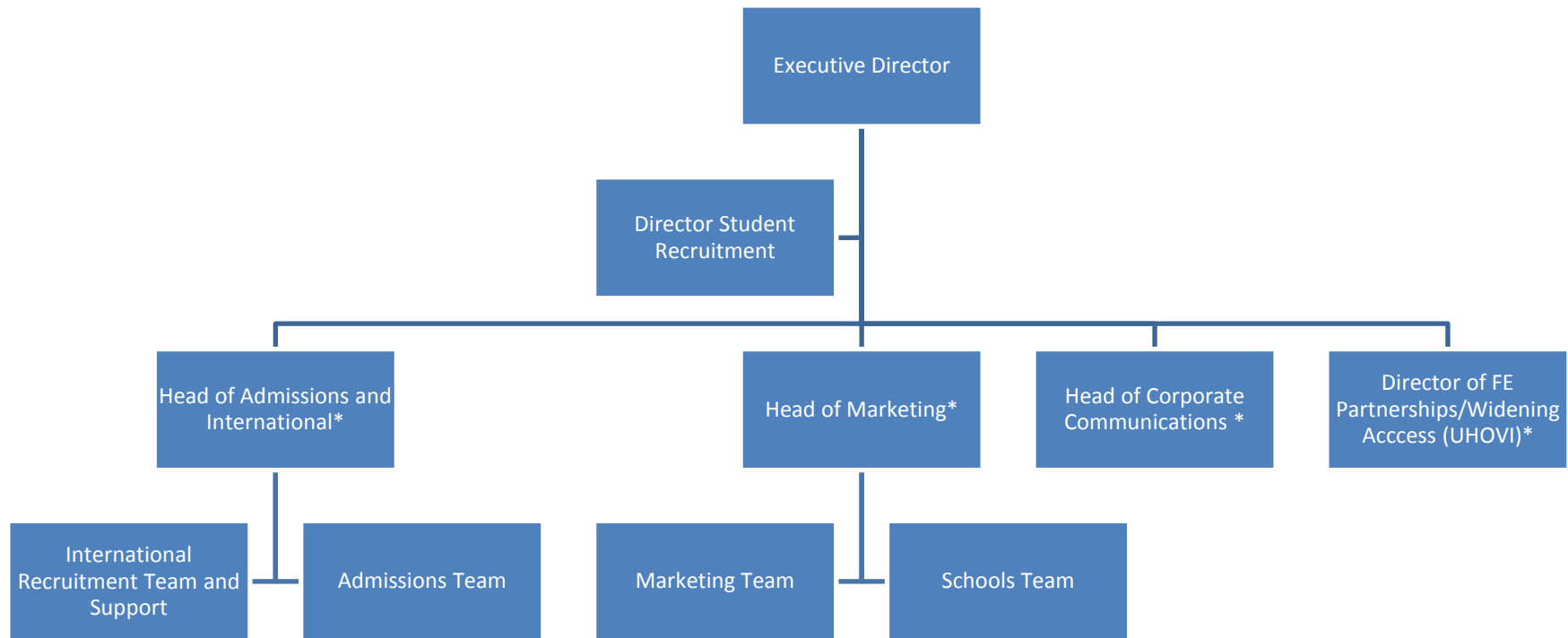
Personal Profile: Skills and Experience

Essential

- An energetic leader with a proven and successful track record in marketing and brand management in a complex multifunctional organisation
- Evidence of effective management of an integrated marketing and communications team
- Strategic understanding of digital and social media campaigns and CRM integration
- The ability to think creatively in a highly competitive market and to translate ideas into practical and effective marketing campaigns that deliver tangible results
- Recent experience of Corporate Relations, Press and PR at a strategic level
- The ability to translate corporate messages into authentic staff communications which encourage engagement and trust
- Strong leadership and influencing skills along with personal presence is essential in order to demonstrate confidence and direction to staff at all levels and external stakeholders
- The ability to challenge and question when necessary and a willingness to be held accountable for own decisions yet be supportive and empowering to others
- The ability to work under pressure in a demanding role across a broad portfolio – comfortable with change and challenge.
- A strong advocate of customer service and professional standards representing the interests of the consumer in the development of courses and services
- A good understanding of the issues, challenges and opportunities universities face (Note:experience of working in Higher Education is not a requirement)
- Ability to manage large budgets and teams of staff and experience of risk management

Desirable

- Professional marketing qualification and membership of an appropriate professional body
- An understanding of the Welsh political environment and language requirements
- An insight into university Admissions procedures



Marketing and Communication & Student Recruitment:

Current Functional Structure (*grading differs between 'Head' roles)

Departmental Staff: 81 FTE, Widening Access Staff: FTE 16, Total Staff 97 FTE