

Job Description

Post title: **Associate Director UK Student Recruitment**

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Standard Occupation Code:	Not applicable
School / Department:	Global Recruitment, Admissions & Marketing (GRAM)
Faculty / Directorate:	Student Experience Directorate (SED)
Job Family:	Management, Specialist and Administrative (MSA)
Grade:	Level 6
ERE Pathway (if applicable):	Not applicable
Post reporting to:	Deputy Director of Global Recruitment, Admissions & Marketing
Post line report(s):	UK Student Recruitment Manager (x2)
Post base location:	Hybrid: Campus / Home

Job purpose: To lead the development of UK student recruitment strategies across the University. This will include identifying and implementing new, innovative and ambitious approaches to UK activity. With responsibility for managing an overall team of nine recruitment professionals, this post will lead the development of recruitment plans to include regions and schools/colleges, identifying opportunities for growth of the University's UK student recruitment pipeline, contributing to ambitious growth targets and delivering programmes of activities to meet them, whilst ensuring delivery of the University's strategic objectives.

The postholder will have strategic responsibility for managing key recruitment channels to deliver return on investment aligned with the University's Strategy; through a data-informed and market-led approach.

Key accountabilities and indicative time allocation:

- | | |
|-----------|------------|
| 1. | 25% |
|-----------|------------|
- Provide professional and strategic leadership and management to the UK recruitment team, developing ambitious strategies to ensure the delivery of the University's institutional objectives.
- Use a market insight and analysis-led approach to identify target markets, channels and partners by region and subjects, ensuring diversity and growth aligned to the University Strategy.
- Develop an overarching UK recruitment strategy, identifying new and ambitious approaches to promoting the University in key UK markets.
- Ensure value for money and effective deployment of resources, with activity targeted to achieve significant return on investment.
- Provide high quality management and specialist information to governance bodies within the University (including University Executive Board, Council, Student Recruitment Management Group for example).

Contribute as a subject matter expert to the development of institutional policies and strategies, and the translation of these into operational plans.

2.

20%

Ensuring that management procedures and processes are undertaken in line with the overarching Student Experience Directorate, enabling staff to fulfil their potential and deliver best practice in their service areas.

Develop the capability and contribution of directly and indirectly managed team members through effective appraisal, performance management and succession planning, and by motivating and mentoring colleagues to better meet the current and future needs of the department and wider University.

Own and carry out appraisals and annual reviews of relevant staff and other line-managed staff, ensuring that all staff understand their contribution to the directorate and to the University Strategic Plan, so that they can develop their skills and improve their performance.

Ensure compliance with and understanding of relevant policy and insight relating to UK recruitment activities, and the University's policies and procedures including those governing Health and Safety, Equal Opportunities, copyright, data protection, freedom of information and disability.

Devise and manage the delivery of UK recruitment activity for short, medium and longer term that results in growth of applications from suitably qualified applicants, improved conversion, increased stakeholder relations and brand awareness.

Ensure appropriate use of the University's CRM system that relate to the enquirer to enrolment journey, and ensure it delivers a data-informed approach to the marketing and recruitment funnel.

Build and manage relationships with external partners involved in student recruitment, such as schools/colleges, parents, networks, UCAS, HELOA, event partners (i.e. WhatUni, UniFrog, Russell Group forums).

Manage the representation of the University at external student recruitment events such as UCAS exhibitions, and School/College events.

Support UK conversion activity for the University, working in close collaboration with the Marketing team to ensure maximised applicant to enrolment conversion.

Manage the most appropriate and cost-effective deployment of resource across Faculties and the wider University to maximise recruitment and partnership effectiveness.

3.

20%

Inform and develop annual and longer-range operational plans across the recruitment, events, marketing, enquiries, and conversion spectrum that deliver against targets and objectives.

Ensure UK recruitment planning is informed by high quality market insight and is responsive to the changing nature of the higher education landscape.

To lead and develop business continuity plans to enable business operations to be maintained following the failure, or damage to, vital services or facilities.

Devise operational plans with the UK Recruitment Managers that are optimal for their designated areas, while making full use of corporate marketing campaigns, best practice, and economies of scale.

Implement clear priorities and metrics to assess the efficacy of all recruitment and marketing activities and adjust plans, in cycle, to optimise performance, as necessary.

4.

20%

Develop the UK recruitment team in their specialist and professional knowledge and experience, ensuring they are regarded as a proactive institutional repository and resource for academic and professional services colleagues to call upon in support of institutional objectives.

Work closely with the GRAM Management Team, Associate Directors in professional services, Associate Deans Education and Heads of Schools, to ensure strong and collaborative relationships across the University.

Balance Faculty and University priorities to ensure a coordinated and complementary institutional approach which delivers for individual Schools.

Identify opportunities to grow and improve discipline-based activity with prospective students, to develop awareness of Southampton brand values and presence

Contribute to and represent Southampton with sector professional bodies, such as UCAS and the Russell Group.

5.

10%

Participate fully in, and lead elements of, broader activities of the Global Recruitment, Admissions and Marketing department and Student Experience Directorate as required. This will include regular elements of the recruitment and admissions cycle such as confirmation and clearing, open days and events.

Be a member of key university committees relevant to their functional responsibilities.

Liaise appropriately with members of UEB, senior staff in faculties and professional services.

Participate in national networks for the purpose of benchmarking the University's practice, disseminating the University's reputation as an exemplar of best practice and to provide a University of Southampton voice in debates about the development of national policy and guidelines

The post holder will be expected to:

Influence and keep in touch with relevant national developments; this will include taking an active role in professional networks and representing the University externally; ensuring that issues and opportunities impacting on the development of admissions activity are identified, discussing them with colleagues across and beyond the Work Stream as appropriate, and addressing through appropriate and timely action.

Participate in and contribute to university activities, such as open days, visit days, graduation, and welcome week.

6.

5%

Any other duties as allocated by the Director or Deputy Director of GRAM following consultation with the post holder.

Internal and external relationships:

GRAM and SED colleagues

Senior Management – Vice-Presidents, Deans, Associate Deans Education, Directors of Professional Services

Staff throughout the University in Faculties and Professional Services

UCAS, HELOA, Russell Group

Current and potential school and college partners and institutions

Colleagues in the Engagement & Advancement Directorate

Key alumni

Special requirements:

- Ability to travel throughout the UK, extensively and at short notice, throughout the year.
 - Willingness to work out of normal office hours, including frequent weekend and evening events.
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Person Specification – Skills and Competencies

All essential and desirable criteria outlined in this Person Specification will be assessed through a combination of recruitment application and CV, and where applicable numerical or written assessment.

Knowledge, Experience and Qualifications

Essential

- Comprehensive theoretical knowledge and understanding of the required technical or specialist discipline, accompanied by extensive and varied practical and/or managerial experience.
- Proven experience of building and managing high performing teams.
- Proven strategic management skills in UK student recruitment, including significant use of data to inform strategy and practice.
- Experience of delivering successful student recruitment strategies and campaigns across a number of UK regions.
- Experience of delivering successful, targeted marketing campaigns in a higher education environment.
- Knowledge and experience of digital marketing techniques and campaigns, advertising, and demonstrating return on investment.
- Experience of developing mutually beneficial school/college partnerships.
- Demonstrable experience across established and emerging UK markets of delivering high quality student number growth.
- The required level of knowledge and understanding will normally have been gained through some or all of the following:
 - Considerable work experience, ideally accredited through registration with a relevant professional body.
 - Vocational training
 - Formal qualification(s) equivalent to Level 7 or 8 of the [Regulated Qualifications Framework](#) e.g. master's degree, postgraduate certificate, diploma, doctorate or Level 7 or 8 award, certificate, diploma.

Desirable

- Active membership of relevant professional body such as HELOA.
 - CIM Diploma or similar marketing qualification.
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Teamwork and Communication

Essential

- Proactively manages team dynamics, setting quality standards and creating an environment that engages and motivates others.
- Fosters and maintains working relationships within and beyond the University.
- Proactively works with senior managers across the University to achieve work outcomes.
- Negotiates effectively on behalf of the department or University to achieve work outcomes.
- Develops and leads key communication strategies.

- Uses persuasion and positively influences others to develop and agree long-term priorities and strategic plans.
 - Experience of developing staff and using appraisal and other tools to manage talent and address performance.
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Planning, Organisation and Resource Management

Essential

- Manages and shapes the direction of UK student recruitment activity.
 - Plans and manages major new projects or work activities, where precedent may not exist, ensuring plans complement wider strategic plans.
 - Able to champion and oversee the team's contribution to the university's strategy and to lead on strategies and plans.
 - Demonstrable experience of preparing and managing budgets and of operating within these bounds.
 - Experience of liaising and working closely with external delivery partners.
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Problem Solving and Initiative

Essential

- Demonstrates authoritative awareness of the theories and practices of a professional, specialist or technical field, and an ability to apply this to achieve work outcomes and resolve deep-rooted or highly complex problems.
 - Develops significant new concepts and original ideas within professional or specialist field to address issues of strategic importance.
 - Experience of using resources creatively to deliver demonstrable value for money.
 - Able to develop innovative solutions and practical implementations for strategic change.
 - Experience of delivering projects with large numbers of stakeholders
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Job Hazard Assessment

A full health clearance is required for this role where any hazards marked “^”, using the agreed Occupational Health referral template [available from here](#). Where a full health clearance is required, this will apply to all role holders, including existing members of staff.

Physical Environment

Working outside ^	Occasionally <30% Time
Exposure to noise levels >80dbA ^	Not applicable
Working with dust or fumes ^	Not applicable
Working with skin irritants ^	Not applicable
Working with chemicals (industrial or cleaning) ^	Not applicable
Working in a confined space ^	Not applicable
Working at height ^	Not applicable
Working with sewage ^	Not applicable
Contact with cytotoxins ^	Not applicable
Exposure Prone Procedure (EPP) work ^	Not applicable
Contact with clinical specimens or pathology work ^	Not applicable
Direct patient care or patient contact	Not applicable
Exposure to temperature extremes	Not applicable
Frequent hand washing	Not applicable
Ionising radiation	Not applicable

Psychological and Social Environment

Working shifts ^	Not applicable
Working nights ^	Not applicable
Lone working	Occasionally <30% Time
Working with children	Frequently 30-60% Time
Exposure to persons with challenging behaviour	Not applicable
Working with larger groups	Frequently 30-60% Time

Equipment, Tools and Machines

Working with vibrating machinery or tools ^	Not applicable
Driving duties e.g. LGV, PCVs, forklift trucks ^	Not applicable
Food handling	Not applicable
Contact with latex	Not applicable

Physical Abilities

Prolonged physical movements or actions e.g. walking ^	Not applicable
Prolonged Standing or Sitting ^	Frequently 30-60% Time
Moving or handling heavy loads ^	Occasionally <30% Time
Repetitive pulling or pushing ^	Not applicable
Repetitive climbing (steps, stools, ladders, stairs) ^	Not applicable

Repetitive crouching, kneeling or stooping	Not applicable
Repetitive lifting	Not applicable
Fine motor grips (e.g. pipetting)	Not applicable
Repetitive reaching below shoulder height	Not applicable
Repetitive reaching at shoulder height	Not applicable
Repetitive reaching above shoulder height	Not applicable

Behaviours

Our [Inclusion and Respectful Behaviour Policy](#) describes the expectations of everyone who is a part of our community.

Our **Southampton Behaviours** (below) outline the responsibilities we each have in working collaboratively to achieve our University strategy.

Personal Leadership

- I take personal responsibility for my own actions and an active approach towards my development.
- I reflect on my own behaviour, actively seek feedback and adapt my behaviour accordingly.
- I demonstrate pride, passion and enthusiasm for our University community.
- I demonstrate respect and build trust with an open and honest approach.

Working Together

- I work collaboratively and build productive relationships across our University and beyond.
- I actively listen to others and communicate clearly and appropriately with everyone.
- I take an inclusive approach, value the differences that people bring and encourage others to contribute and flourish.
- I proactively work through challenge and conflict, considering others' views to achieve positive and productive outcomes.

Developing Others

- I help to create an environment that engages and motivates others.
- I take time to support and enable people to be the best they can be.
- I recognise and value others' achievements, give praise and celebrate their success.
- I deliver balanced feedback to enable others to improve their contribution.

Delivering Quality

- I identify opportunities and take action to make improvements.
- I plan and prioritise efficiently and effectively, taking account of people, processes and resources.
- I am accountable for tackling issues, making difficult decisions and seeing them through to their conclusion.
- I encourage creativity and innovation in others, to deliver workable solutions.

Driving Sustainability

- I consider the impact on people before taking decisions or actions that may affect them.
- I embrace, enable and embed change effectively.
- I regularly take account of external and internal factors, assessing the need for change, and gaining support to move forward.
- I take time to understand our University strategy and communicate this to others.