



**RICHMOND**  
THE AMERICAN INTERNATIONAL  
**UNIVERSITY**  
IN LONDON

## **JOB DESCRIPTION**

**TITLE: HEAD OF UK RECRUITMENT**

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### **REPORTING TO:**

The Head of UK Recruitment reports to the Director of Marketing and Recruitment.

### **SUMMARY:**

The Head of UK Recruitment will play a key role in supporting the Director of Marketing and Recruitment in developing the UK student recruitment strategy to ensure sustainable growth and quality, and will be responsible for the operational implementation of the UK marketing and student recruitment plans, as well as overall responsibility for managing the University website and publications.

### **MAIN AREAS OF RESPONSIBILITY:**

Amongst other duties, the Head of UK Recruitment is required to:

- work closely with the Director of Marketing and Recruitment to develop and implement the UK recruitment strategy to ensure sustainable growth and quality;
- play a key role in growing UK student numbers in line with strategic and operational objectives;
- represent the University in the UK at schools, partnership institutions, embassies, agencies and recruitment fairs;
- counsel prospective students, parents, sponsors and guardians to explain Richmond's academic programmes and admissions procedures;
- plan and organise a programme of student recruitment events and activities;
- plan, develop and deliver the operational marketing plan for UK student recruitment;
- work closely with the Registrar and Academic departments on all aspects relating to student recruitment;
- work with the Director of Alumni Relations and other Heads of Recruitment to develop alumni activities to support student recruitment;
- lead and manage the UK recruitment team and Website and Publications Manager;
- oversee student file and initial admissions procedures for UK Students, ensuring accurate and complete files;
- prepare, analyse and submit regular marketing and student recruitment reports;
- effectively manage the budget and resources relating to UK recruitment and the website and publications;
- participate actively in the University registration and orientation periods;
- maintain a working knowledge of the legal requirements of student recruitment;
- adhere to and promote the University's health and safety policies and procedures;
- undertake other activities as assigned by the Director of Marketing and Recruitment.

### **LOCATION:**

The Head of UK Recruitment is located at the University's Richmond Campus but, at the discretion of the Director of Marketing and Recruitment, the Head will be required to work at the University's Kensington Campus or other locations for such periods as the Director of Marketing and Recruitment determines or as the principal place of work.

### **SPECIAL NOTE:**

This position requires extensive travel in the UK, as well as occasional international travel. A CRB check at the enhanced level is required for this position.

### **GENERAL:**

The above responsibilities are subject to change at the discretion of the Director of Marketing and Recruitment and shall include other responsibilities as the Director of Marketing and Recruitment may from time to time assign. The Director of Marketing and Recruitment may also, at his/her discretion, reassign some of the above responsibilities. The Director of Marketing and Recruitment will work with the Head of UK Recruitment to co-ordinate work and resolve problems and will evaluate the performance of the Head of UK Recruitment.

### **PERSON SPECIFICATION:**

The Head of UK Recruitment will be required to show evidence of the following experience, skills, capabilities and aptitudes:

- demonstrable experience of successful UK student recruitment in higher education;
- a developed network of contacts relating to UK student recruitment;
- strong communication and relationship-building skills including experience of managing external relationships on behalf of an institution;
- a proven track record of developing and implementing successful student recruitment campaigns;
- working knowledge of the legal requirements of student recruitment;
- experience of recruiting, leading and managing staff, with the ability to develop and motivate a team to perform effectively;
- sound financial and commercial awareness and the ability to manage the UK recruitment and website and publications budget effectively;
- a working knowledge of either the American or UK accreditation systems, e.g. the Middle States Commission on Higher Education in the US and the QAA in the UK;
- a degree or equivalent working experience;
- a Master's, MBA or related professional qualification is desirable.

### **DATE REVIEWED:**

December 2011.