



LIVERPOOL
HOPE
UNIVERSITY

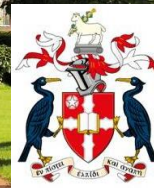
1844

RECRUITMENT PACK

PVC MARKETING, RECRUITMENT AND ADMISSIONS

Job Ref: 4BVCO4A

**Closing date: Tuesday 2nd April 2024
by 5.00 p.m.**



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PERSONNEL DEPARTMENT RECRUITMENT PACK

POST: PVC MARKETING, RECRUITMENT AND ADMISSIONS

STARTING DATE: TBC

SALARY RANGE: COMPETITIVE

TYPE OF CONTRACT: PERMANENT

WORK PATTERN: FULL TIME

REPORTS TO: PROFESSOR CLAIRE OZANNE, VICE CHANCELLOR AND RECTOR

THE POST:

With the development of the new University Strategic Plan, we are recruiting to a new key senior strategic position in the University to lead our Marketing, Recruitment and Admissions portfolio. This individual will join the University at a very exciting time in its development and take responsibility for a range of essential functions, which come together to enhance the University's profile and to contribute to its financial sustainability through growth in student numbers.

The PVC Marketing, Recruitment and Admissions will provide cross University leadership of marketing, recruitment and admissions, offer advice on position in the market, continue the development of a strong brand, understand and share aspects of the market to inform University developments, build the University's profile for research and development and professional training, and champion relationships with prospective students, schools and influencers, businesses, stakeholders and the wider community. The role will include membership of the Vice Chancellors senior team and the post holder will lead, recruit, inspire and develop a team of approximately 30 FTE professional staff and a network of collaborators.

About the Role

The post holder will be responsible for leading the marketing, recruitment and admissions teams including Student Futures. This includes all aspects of line management, setting KPIs, managing against those KPIs, coaching, and developing direct reports.

The post is permanent, subject to the normal probationary period of twelve months.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so that an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK. If you have the energy, drive and commitment to assist in this task, we would be delighted to hear from you.

KEY TASKS AND RESPONSIBILITIES

Below is a broad indication of the typical key duties of the role. This Job Description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

- Further develop a strategic plan for marketing, recruitment and admissions, enabling Liverpool Hope to meet the KPI's set for the University's 5-year strategy and beyond and lead the departments to deliver against the plan and targets.
- Advise the University senior team on new recruitment markets, including in the UK and International and on the fitness of the programme portfolio to support our objectives.
- Enhance the profile of the University in a range of arenas; within the Merseyside region, nationally and internationally. Develop Hope as a brand in all of these marketplaces.
- Promote the narrative of the new strategic plan and celebrate the achievement of its milestones both internally and externally.
- Enhance Hope's reputation amongst key stakeholder groups and audiences.
- Take strategic oversight for setting and meeting undergraduate and postgraduate student recruitment targets.
- Lead and deliver on high quality, innovative, efficient and effective recruitment and admissions services of applicants and internal stakeholders.

- Expand the outreach/aspirations and careers alumni offer to ensure that pre and post university opportunities for recruitment and marketing are maximised.
- Ensure that the University delivers excellent Graduate Outcomes.
- Maximise collaboration between the existing Marketing and Communications, Student Futures and Admissions teams.
- Develop stronger brand awareness and commitment to marketing within academic faculties, particularly working with the new Associate Deans (External Engagement).
- Work with the Associate Dean International and Global Student and Partnership Centre to maximise opportunities for international student recruitment.
- Oversee the development of an internal engagement and communications strategy to build partnership with the confidence of staff and students.
- Provide advice and guidance on how the university addresses external events, which have relevance to its business.
- Experience of successfully building and maintaining strong and effective stakeholder relationships, internally and externally across varied stakeholders and partner organisations.

NAME OF CONTACT FOR QUERIES:

Professor Claire Ozanne

Vice Chancellor and Rector

You are welcome to arrange a confidential discussion with Professor Ozanne by emailing Clare McKinnell, mckinnc@hope.ac.uk

PERSON SPECIFICATION

Applicants will be expected to demonstrate:

Experience

- Skill level equivalent to achievement of a professional qualification or postgraduate degree or significant experience at a senior level in a discipline relevant to the role
- Substantial experience of working within a large/complex organisation at a senior level
- Significant experience of developing strategies which deliver student number growth with experience of strategic brand building in home and/or international markets being desirable
- Significant understanding of recruitment and Admissions processes
- Significant understanding of UK and international Higher Education markets and the transnational education environment
- Successful track record of managing teams to drive marketing, student recruitment and admissions, effective negotiation skills with the ability to influence others, with focus on collaborating with and influencing various stakeholders
- Evidence of success in delivering results at a senior level, effectively managing people, finances, and other resources to achieve these
- Experience of leading in a period of change and uncertainty in the external environment ensuring strategic and operational plans are delivered successfully
- Significant creativity and judgement and demonstrated willingness to suggest and try new creative approaches to problems, which resulted in a positive outcome of meaningful change
- A demonstrable commitment to the principles and promotion of Equality, Diversity and Inclusion

Skills and Knowledge

- Highly developed communication skills which fosters and develops effective and productive working relationships, creating a community in which students, staff and partners feel motivated to participate
- Proven ability to create clarity, analyse the market, and horizon scan and manage implications of national and international trends to ensure future institutional success
- A track record of integrity, openness and honesty
- A commitment to the University's values, aims and objectives, coupled with an enthusiasm for all that is seeking to achieve
- A leadership style able to implement a high-performance culture with the ability to deliver on strategic objectives and achieve key performance indicator outcomes
- Political and commercial acumen, able to seek and identify meaningful opportunities for the benefit of the University
- Ability to plan, delegate, and provide clear direction

CONDITIONS OF SERVICE:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is permanent subject to the normal probationary period of twelve months.

Salary scale: Competitive

Salary is payable monthly in arrears by bank giro credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 32 (professional services staff) or 35 (academic staff) days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

FURTHER INFORMATION

Liverpool Hope University is a new University with a proud history of providing education to students from Merseyside and beyond. The University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus together with student residences at Aigburth and an outward bound centre set in beautiful grounds at Plas Caerdeon in Wales.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Liverpool Hope's Mission and Values

Liverpool Hope University welcomes all who seek an excellent higher education. Our educational philosophy is based on the triune quest for Truth, Beauty and Goodness. We are deeply committed to a culture of research and knowledge exchange and to preparing our graduates to serve the common good.

Faithful to our Christian moorings, we aspire to be a welcoming, hospitable and caring organisation. We invite all who work and study here to contribute to building a kind, generous and gracious

community where all may flourish. These virtues we believe support Liverpool Hope's ethos of hard work, scholarly dedication and the rounded education of its graduates.

We strive to be an anchor institution in our region, contributing to solutions for local and global challenges; to the development of a skilled and future ready workforce and to realising a more equitable society.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a University where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties.

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements

Training and Development

- Induction training for all new staff
- Staff development opportunities

Health and Well-being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

[Wellbeing at Hope](#)

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

Car Parking

All users of University car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

HOW TO APPLY:

To apply, please submit the following information:

A covering letter (no more than 3 pages) outlining how you meet the person specification and Job Description and a comprehensive CV.

Applications should be sent to Clare Talbot, HR Manager via talbotc@hope.ac.uk by Tuesday 2nd April 2024 by 5.00 p.m.

Useful Links

[Liverpool Hope University website](#)

[Personnel](#)

[Working at Hope](#)

[New International Staff](#)

