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LIVERPOOL
HOPE
UNIVERSITY

1844

Recruitment Pack

PVC Marketing, Recruitment and Admissions

Job Reference: 4BVCO4A

Closing date: Tuesday 9th December 2025 by 5.00 p.m.

www.hope.ac.uk





POST: PVC Marketing, Recruitment and Admissions

STARTING DATE: Available from February 2026

SALARY RANGE: Competitive

TYPE OF CONTRACT: Fixed term

WORK PATTERN: Full time

REPORTS TO: Vice Chancellor and Rector

The Post

We are currently recruiting to a key senior strategic position in the University to lead our Marketing, Recruitment, International and Admissions portfolio on a fixed term basis (maternity cover). This individual will join the University at an exciting time in its development, as the leadership team continues to evolve, taking responsibility for a range of essential functions 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, international and admissions, as well as graduate outcomes. They will offer advice on position in the market; continue the development of a new brand proposition which seeks to ensure we remain relevant and future proof; lead on growth of international development including recruitment and partnerships; 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 colleges, influencers, businesses, stakeholders and the wider community. The role will include membership of the Vice Chancellor's senior team and the post holder will lead, recruit, inspire and develop a team of approximately 40 FTE professional staff, a group of Student Ambassadors and a network of collaborators.

About the role

The post holder will be responsible for leading the marketing, recruitment, international and admissions teams including Student Futures (incorporating employability, graduate outcomes and alumni engagement). This includes all aspects of line management, setting and managing against objectives, coaching and developing direct reports.

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 grow our brand presence domestically and internationally, ensuring our long-term institutional sustainability. If you have the energy, drive and commitment to be a key contributor in this part of the University's story, we would be delighted to hear from you.

Job description/key duties of the post

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.

- Continue to develop the strategic plans for marketing, recruitment, international and admissions, enabling Liverpool Hope to meet the KPI's set for the University's strategy and beyond and lead the departments to deliver against the plan and targets.
- Take strategic oversight for setting and meeting undergraduate and postgraduate taught student recruitment targets (domestic and international).
- Lead implementation of the University's updated brand identity, following a 12-month consultation and development phase, ensuring it is embedded in all internal and external touchpoints.
- Take on project sponsorship of the Liverpool Hope International Study Centre (launching in January 2026), ensuring continued development post-implementation and sitting on relevant committees and groups to drive ongoing progress in its delivery.
- Ensure full embedding of the new online admissions system, taking on leadership of the project, including reporting on governance matters while overseeing operational implementation remains on track.
- Advise the University senior team on new recruitment markets, including in the UK and internationally and on the fitness of the programme portfolio to support our objectives.
- Enhance the profile of the University in a range of areas, within the Merseyside region, nationally and internationally, developing Hope as a recognisable brand in these marketplaces.
- Enhance Hope's reputation amongst key stakeholder groups and audiences, internally and externally.
- Take the lead on development of strategic TNE partnerships in key markets, balancing diversification with risk and advising internally on opportunities.
- Lead and deliver on high quality, innovative, efficient and effective recruitment and admissions services for applicants, recruitment partners and internal stakeholders.
- Expand the outreach, careers and alumni offer to ensure that pre- and post-University opportunities for recruitment and marketing are maximised.
- Ensure that the University delivers excellent Graduate Outcomes.
- Continue to maximise collaboration between the Marketing and Communications, Student Futures, International Development and

Admissions teams, ensuring a one-team culture which supports delivery of a seamless pre-enrolment experience.

- Develop stronger brand awareness and commitment to marketing within academic faculties, particularly working with the Associate Deans (External Engagement) to support consistency in approach.
- Work with the Associate Dean International and Global Student and Partnership Centre to maximise opportunities for international engagement.
- Oversee the continuing development of an internal engagement and communications strategy to build partnership with the confidence of staff and students, including being a senior level champion for implementation of the new internal communications policy across the institution.
- Provide advice and guidance on how the University addresses external events which have relevance to its business.
- Build and maintain strong and effective stakeholder relationships, internally and externally across varied stakeholders and partner organisations, to support meeting the institutional goals.

Person Specification

Applicants will be expected to demonstrate:

Experience

- Skill level equivalent to 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
- Demonstrable experience of developing strategies which deliver student number growth
- Experience of strategic brand building in home and/or international markets (desirable)
- Significant understanding of HE recruitment and admissions processes
- Significant understanding of UK and international HE markets and the transnational education environment
- Successful track record of managing teams to drive marketing, student recruitment, international development and admissions
- Effective negotiation skills with the ability to influence others at various levels, with focus on collaboration
- Evidence of success in delivering results at a senior level, effectively managing people, finances and other resources to achieve goals
- 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 demonstrable willingness to suggest and try new creative approaches to problems, resulting in positive outcomes
- Demonstrable commitment to the principles and promotion of Equity, Diversity and Inclusion within the education landscape

Skills and Knowledge

- Highly developed communication skills which foster and develop effective and productive working relationships, creating a community in which students, staff and partners feel motivated to participate
- Proven ability to analyse the market, 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 it 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, including evidence of the ability to seek and identify meaningful opportunities for the benefit of the University
- Ability to plan, delegate and provide clear direction

Name of contact for queries

Professor Claire Ozanne, Vice Chancellor and Rector

You are welcome to arrange a confidential discussion with Professor Ozanne in the first instance by emailing Clare McKinnell mckinncc@hope.ac.uk

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.

This is a fixed-term position to provide maternity cover. The successful candidate will be appointed on a fixed-term contract until the return of the substantive post-holder, or until February 2027, whichever is sooner.

Salary scale: Competitive

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

The annual leave year 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 has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

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.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have

- had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;
- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

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
- Opportunities to participate in overseas exchange with Erasmus Staff Mobility
- 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

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 three A4 pages) outlining how you meet the person specification and Job Description and a comprehensive CV.

Applications should be sent via email to Clare Talbot, HR Manager at talbotc@hope.ac.uk by Tuesday 9th December 2025 by 5.00 p.m.

Please note interviews are scheduled to take place on Tuesday 16th December 2025.

Useful Links

[Life at Hope](#)

[People Services](#)

[Job Opportunities](#)

[New International Staff](#)





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