



**ACHIEVE
YOUR
EXCELLENCE,
TOGETHER**

CANDIDATE BRIEF



**Director of Marketing,
Communications and
Recruitment**

WELCOME MESSAGE FROM THE VICE CHANCELLOR

Thank you for your interest in working at ARU.

ARU is a global university transforming lives through innovative, inclusive and entrepreneurial education and research. We hold a Gold award for the quality of our education, awarded through the Teaching Excellence Framework (TEF), and are the Times Higher Education University of the Year 2024.

ARU's research institutes and four faculties bridge scientific, technical and creative fields. We deliver impactful research which tackles pressing issues and makes a real difference to our communities. Our academic excellence has been recognised by the UK's Higher Education funding bodies, with 16 of our research areas assessed as including world-leading research in REF2021.

We are the largest provider of Nursing, Midwifery, Health and Social Care students in the East of England, and we are also among the UK's leading universities for degree apprenticeship provision, working with hundreds of employers across the UK.

Our student population is vibrant and diverse, putting us in an excellent position to respond to the various challenges facing the sector. At the same time, as a civic institution with campuses across the East of England we are committed to working with others to enhance the social, cultural and economic wellbeing of our region.

This is an exciting time to join ARU and an outstanding opportunity to drive innovation across ARU and our educational offer. As the new Director of Marketing, Communications and Recruitment, you will lead our student recruitment and operational efforts, develop strong relationships, and enhance our reputation through impactful events and initiatives.

“I look forward to welcoming the successful candidate to our University”



**Professor
Roderick Watkins**

Vice Chancellor

ABOUT THE UNIVERSITY

ARU's story starts in 1858, with the opening of Cambridge School of Art. Over the years a number of colleges and higher education institutions have come together to form what is now Anglia Ruskin University. Our most recent milestones include the creation of ARU Peterborough in 2022 and ARU Writtle in 2024.

Our focus has always been on transforming lives through innovative, inclusive, and entrepreneurial education and research – and this still underpins our vision and values today. Our over-arching vision is supported by our ten-year strategy, [Designing our Future 2017-26](#).



As a university, we're managed by a Board of Governors and a Senate. Our Vice Chancellor, Professor Roderick Watkins, is responsible for the day-to-day leadership of ARU. The Vice Chancellor is supported by the Vice Chancellor's Group (VCG) which consists of two Deputy Vice Chancellors (Education and Research & Innovation), plus the Chief Operating Officer, Director of Finance and the Secretary and Clerk to the Governors.



We have four faculties at ARU, each providing students, industry and the academic community with professionally focused and world-leading courses and research.

The four Pro Vice Chancellors/Deans of Faculties all report directly to the Vice Chancellor and are members of the University Executive Team (UET), the University's executive decision-making body. The Heads of School report into the Pro Vice Chancellor Deans.

OUR MISSION AND VALUES

Our mission at ARU - transforming lives through innovative, inclusive and entrepreneurial education and research – guides everything we do. And our values – ambition, innovation, courage, community, integrity and responsibility – set out how we act, seeking to promote public good and serve our students and the communities in which we are based.



We seek colleagues who are committed to our values and who will play a leading role in ensuring we deliver on our mission.

Our values

- **Ambition:** We are determined to achieve our goals and continually strive to enhance our university for the benefit of all.
- **Innovation:** We will apply our collective and individual creativity to conceive and develop new ideas, implementing them for the benefit of the communities we serve.
- **Courage:** We are bold in taking the decisions we feel are right, even when it is difficult to do so.
- **Community:** We greatly value working collaboratively, supporting each other and helping everyone to achieve their potential.
- **Integrity:** We do what we say we will do and are fair and transparent in our decision-making and actions.
- **Responsibility:** We take decisions and act in a way which respects environmental, societal, and economic considerations, and which best supports those who study and work with us.

OUR STRATEGY

In 2017, we published our institutional strategy, [Designing our Future 2017–2026](#). On the 25th anniversary of our achieving university status, it set out our vision, priorities and ambitions for the next ten years, built around three themes:

1. Creating a leading learning and innovation ecosystem
2. Building and nurturing vibrant university communities
3. Strengthening the underpinning operations of the University



The delivery of our overarching strategy is supported through the implementation of three underpinning strategies for Education, Research & Innovation and Operating. The diagram below illustrates how the three strategies intersect to deliver the institutional strategy.

EDUCATION STRATEGY

2022 - 2027

ARU's outstanding and transformative education will support students at all levels to achieve their full potential and create a positive impact on their lives and work.

Our students have diverse backgrounds, interests and styles of learning. This diversity informs the way we will deliver our education and support our graduates and alumni to achieve their full potential, excel in their chosen careers, and tackle environmental and societal challenges. We will develop life-long partnerships with our students, pooling our knowledge and experience to address the challenges we face today, together.



To achieve this we will:

Deliver an inclusive and transformative education

ARU courses create space for students to work in partnership with businesses and organisations to tackle societal challenges and enhance their employability.

- Our flexible courses reflect the variety of needs and ambitions of our diverse student cohorts.
- We are a leader in innovative degree apprenticeships where education and employment are closely integrated.
- Our students engage in active, interdisciplinary curricula, tackling societal and environmental challenges with our local, regional and global communities.
- Our graduates have the skills, capabilities, and mindsets to contribute positively to their environment and communities.

Foster a research-rich educational environment

Our students receive – and contribute to – an education underpinned by sector-leading research.

- Engaging in and advancing research is an integral part of all our students' education, enhancing their employability and enabling them to contribute positively to a sustainable future.
- We deliver sector-leading pedagogic research and practice with our students to enhance their education.
- Our graduates are creative problem-solvers, prepared for wide-ranging careers.

Create vibrant living and learning communities

All our students connect to one another and our wider communities in ways that enhance their belonging and recognise their contributions.

- We focus on providing an excellent student experience within and around our courses.
- We recognise that no two members of the ARU community are the same and each student and staff member's contribution is valued.
- ARU students receive unique opportunities to engage in knowledge exchange outside of their course.
- Students engage with global communities through ARU's international connections and partnerships.



Offer innovative and flexible learning for life

- We create opportunities for prospective students and our alumni to grow and learn together throughout their lives.
- We create pathways to higher education for the diverse communities across our regions.
- We continue to learn from and educate our alumni throughout their lives, including a 'Learning for Life' offer for our alumni and local communities.

RESEARCH AT ARU



The overarching aim of our Research and Innovation Strategy is 'to deliver transformative benefits locally and globally'.

We are passionate about research at ARU: its potential to innovate, and its power to enhance social, cultural and economic well-being at national and global levels.

Discover more about our world-leading and impactful research, including case studies from our ARU-wide [Research, Innovation and Impact Themes](#): Sustainable Futures, Safe and Inclusive Communities and Health, Performance and Wellbeing. You can read more about our multi-disciplinary institutional research environment [here](#).

In summer 2022 we published our new Research and Innovation Strategy and are currently working on its implementation. Our research excellence has been recognised by the UK's Higher Education funding bodies, with all 16 of our research areas assessed as having world leading areas in REF2021



ABOUT Corporate Marketing

Our Marketing team helps to tell ARU's story. We communicate with potential students, their parents and teachers; researchers and businesses; press and media; donors and supporters; and ARU's alumni network. We also organise a range of student and community events.

Our individual teams include *Admissions, CRM Team, Corporate Communications, Design and Delivery, Development, Events, Marketing, School & Colleges, Web Team*. Together we are responsible for:

- Developing ARU's profile and reputation, through advertising and campaign activity, including ARU's website and social media channels
- Managing our relationships with the media and public relations
Providing print-based and digital design services across the University
- Recruiting Students, at all stages of the project, from outreach work with schools and colleges, managing applications to study at ARU, and providing an enquiry service to applicants
- Managing the University's extensive events programme, including Open Days, graduation ceremonies and community events that are open to the public
- Building relationships with alumni, donors and supporters
- Internal communications



We work closely with other areas of the University, including IT Services and Research, Innovation and Development Office, as well as academic colleagues. We work to a hybrid model, meaning we work from home, remotely or in the office, depending on the needs of our customers and colleagues, so that we can strike a positive work/life balance. We are based at one of ARU's campuses (Cambridge, Chelmsford, Peterborough or Writtle) while a small number of colleagues are cross-campus and work regularly in two locations.

REWARDS & BENEFITS

We are committed to our staff and have an agile working culture to support individuals to work flexibly and balance the demands of their role with their personal circumstances. As well as a competitive salary and a generous relocation package, you'll have access to an attractive pension scheme, generous annual leave, learning and development support to ensure you thrive at ARU, and to a comprehensive suite of wellbeing resources designed to support your physical, mental, and emotional health.

Click [here](#) to find out more about our rewards and benefits offer.

HOW WE RECRUIT

We are excited that you're considering joining ARU! We are committed to attracting the best talent and ensuring that every candidate has a positive experience. We understand that the application process can be both exciting and challenging, and we aim to support you every step of the way.

We value transparency and want to make sure you know what to expect as you navigate our recruitment process, from submitting your application to going through interviews and eventually onboarding; we also provide resources and tips on effective interview techniques to help you prepare and present your best authentic self.

Click [here](#) if you wish to find out more.



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Discover excellence like you've never known it before. At ARU, you'll be part of a community that celebrates who you are, champions new ideas, and inspires greatness. Combining individuality with collaboration, you'll be given the tools and support to achieve your aspirations, all whilst making a collective impact on the world around you.

CORPORATE MARKETING

Job Description

Job Title:	Director of Marketing, Communications and Recruitment
Grade/Job Family:	Senior Management (SMG)
Work Base:	Chelmsford or Cambridge, with travel to other sites and overseas as necessary
Hours of Work:	Full Time (37 hours)
Responsible to:	Chief Operating Officer
Responsible for:	<p>Deputy Director Student Recruitment, Deputy Director of External Relations & Communications, Deputy Director Marketing & Brand, Head of Development, Executive Assistant</p> <p>Areas: Domestic Student Recruitment Admissions, Brand, Corporate Communications, Marketing Campaigns, Corporate Events, Philanthropy, Alumni Engagement</p>
Relationships and Contacts:	Vice Chancellor's Group (VCG), University Executive Team (UET), ARU Foundation Committee members, Suppliers, Media, External bodies including OfS and UCAS, External agencies, Alumni
Job Purpose:	Lead the strategic direction and execution of marketing, communications, and student recruitment initiatives to meet and exceed agreed targets and objectives. This role is pivotal in enhancing ARU's brand, driving student enrolment, and fostering community engagement.

Principal Accountabilities

Strategic Leadership: Develop and implement comprehensive marketing, communications, and recruitment strategies aligned with ARU's mission and goals, focusing on Home student recruitment.

Provide expert advice to the University Executive Team (UET) on brand, marketing, public relations, student recruitment, admissions, digital, and philanthropic strategy.

Lead on the development and positioning the ARU global brand strategy ensuring a distinctive and competitive market position across all markets, local, national and international, and across all platforms and communications.

Ensure the effective implementation of the University's marketing strategy to attract and enrol a diverse student body through innovative recruitment campaigns and partnerships. Work with colleagues to develop the University's student recruitment strategy and ensure the achievement of student recruitment targets by delivering customer-centric, digital first, cost-effective, and evidence-based marketing activity.

Develop and deliver a proactive public relations strategy for ARU that builds ARU's reputation and recognition globally.

Provide advice to the Vice Chancellor's Group (VCG) and UET on ARU strategy, the market, the offer, and the current and prospective student (customer) profile, through producing and presenting high quality, timely and accurate market intelligence reports and insights. This data underpins new product development and course portfolio management, target setting, marketing activity and other corporate objectives.

Drive data-led decision making across all marketing activity, ensuring the setting of KPIs, benchmarking and regular reviews of reach, engagement, and impact, and return on investment.

Lead the 'sales' strategy for ARU, overseeing the delivery of the schools & colleges engagement strategic plan, driving both student recruitment and widening participation, and the enquiry management and admissions process. Drive a 'customer centric', digital first approach to delivery.

Oversee the delivery of the ARU Philanthropy strategy, maximising engagement with current and future donors to meet organisational KPI.

Lead the development of ARU's alumni engagement plan, ensuring a 'life- long' commitment to and engagement with ARU graduates, past, current and future.

Review and deliver strategies for Widening Participation, to achieve the University's relevant Access and Participation Plan objectives.

Identify, develop and implement appropriate responses to competitor marketing practice and to policy initiatives, both internal and external.

Working with the Chief Digital and Information Officer, support and implement IT developments to support and enable integrated marketing strategies and opportunities for process automation.

Manage the human, financial and physical resources of the marketing activity in accordance with agreed budgets and staffing policies including leading, motivating, developing and managing performance and exercising responsibility for appraisal, review and career development.

Continuously improve and evaluate service performance and customer feedback and promote and disseminate best practice.

Represent Anglia Ruskin University in the wider academic and professional community, participating and contributing to external conferences and workshops organised by external bodies and identifying examples of good practice at other HEIs which could usefully be adopted by Anglia Ruskin University.

Be responsible for the pro-active promotion and implementation of the equality and diversity requirements both within our promotional activities and pertaining to our staff within our marketing activity, in accordance with our policies and relevant legislation.

Comply with Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate. Take personal responsibility for all personal data within own working environment.

Comply with Equity Diversity and Inclusion, Safeguarding, Health & Safety and Sustainability responsibilities as detailed in our policies and procedures.

Such other duties temporarily or on a continuing basis, as may reasonably be required, commensurate with your grade.

This is a description of the job as it is presently constituted. It is normal practice to review periodically job descriptions to ensure that they are relevant to the job currently being performed, and to incorporate any changes which have occurred or are being proposed. The review process is carried out jointly by manager and employee and you are therefore expected to participate fully in such discussions. In all cases, it is our aim to reach agreement to reasonable changes, but where it is not possible to reach agreement, we reserve the right to make reasonable changes to your job description which are commensurate with your grade after consultation with you.

April 2025

CORPORATE MARKETING

Director of Marketing, Communications and Recruitment

Person Specification

	Essential	Desirable
Academic/ Professional Qualifications	<p>First Degree preferably in marketing or related area, or equivalent experience</p> <p>Higher degree OR relevant professional qualification at post graduate level</p>	<p>CIM chartered marketer status</p>
Experience	<p>Significant demonstrable experience and proven success of managing a multi-functional marketing activity covering a wide range of marketing areas including Student Recruitment (Customer Acquisition), Market Intelligence, Digital Strategy, Brand and Public Relations</p> <p>Proven track record of developing and implementing a successful, innovative and integrated marketing strategy</p> <p>Strong leadership skills, demonstrated through successful leadership of a professional marketing team that has delivered ongoing student recruitment success</p> <p>Track record of successful networking and partnership working</p> <p>Understanding of the Higher Education environment, including current challenges and opportunities</p> <p>Experience of Marketing relevant to Higher Education</p> <p>Experience of leading change processes</p> <p>Delivering corporate communications strategy for a complex organisation</p>	<p>Experience of managing and contributing to cross-functional project groups</p>

	Essential	Desirable
Knowledge/ Skills	<p>Aware of and able to work effectively in HE sector</p> <p>Ability to deliver digital first and customer centric marketing strategy</p> <p>Ability to respond creatively to challenges</p> <p>Independence of mind</p> <p>Excellent marketing analysis skills and understanding</p> <p>Excellent communication and interpersonal skills, being able to persuade, influence and negotiate with others</p> <p>Proven ability to develop a successful strategic business plan</p> <p>Ability to work under pressure and meet tight deadlines</p> <p>Able to command the confidence of senior managers in relation to our University's marketing strategy</p>	
Personal Attributes	<p>A collaborative and facilitative leader, able to influence and work with others at all levels both internally and externally, building trust and purposeful direction for the future</p> <p>High standing in the professional community</p> <p>Entrepreneurial mind-set</p> <p>High and demanding expectations of self and others in service delivery</p> <p>Committed, focussed and resilient</p>	
Other	<p>Awareness of strategic and financial issues facing Higher Education</p> <p>Evidence of continuous professional development</p> <p>Willingness to travel</p>	

Essential	Desirable
<p>Able to work flexible hours as some work may involve weekends and evenings</p> <p>Preparedness to undertake personal training and development</p> <p>Committed to our equity diversity and inclusion, safeguarding, health and safety, and sustainability policies and procedures and our University's values</p> <p>Compliance to Data Protection Act 2018 and GDPR principles/ requirements</p>	

HOW TO APPLY

Dixon Walter has been retained by Anglia Ruskin University to provide executive search and advisory services for the role of Director of Marketing, Communications and Recruitment.

For further information please visit:

<https://www.dixonwalter.co.uk/opportunities/aru-mcsr>

Or to discuss this opportunity, please contact [Simon Critchley](#)

Your application should include, on separate documents:

- a letter of application setting out your interest in the role and details of how you match the requirements in the Person Specification (no more than two pages of A4.)
- a comprehensive Curriculum Vitae
- a completed Personal Details Form
- details of three referees and your notice period (referees will not be contacted without your permission.)

Applications should be emailed to simon@dixonwalter.co.uk at Dixon Walter by the closing date of 1st June 2025.

Longlist interviews are expected to be held with Dixon Walter via Microsoft Teams in the weeks commencing the 2nd and 9th of June.

Final interviews are expected to take place in person on a date to be confirmed in late June 2025.