

Candidate pack for the appointment of

Director of Marketing, Global Recruitment & Admissions



Contents

Welcome	3
The Role	4
The Person	5
EDI	8
How to apply	9



Welcome

from Colin Campbell, Registrar

At Newcastle University, we believe in the power of research and education to transform lives and communities. As a proud member of the Russell Group, our work is driven not just by academic ambition, but by a deep-rooted commitment to making a meaningful difference—locally, nationally, and globally. We are proud of our heritage, our values, and our people, and we are looking for a leader who shares our vision and is ready to help shape the next chapter of our story.

The role of Director of Marketing, Global Recruitment & Admissions is central to our future. This is more than a leadership position—it's an opportunity to build and deliver a strategic plan that connects Newcastle with the world. You'll be working in a dynamic environment, leading a talented team of directors across Marketing, the International Office and Student Recruitment & Admissions. Together, you'll help us reach new audiences, forge global partnerships, and ensure that every student's journey—from first interest to enrolment—is inspiring and seamless.

We're proud of what we've achieved so far. Our global campuses in Malaysia and Singapore have led the way for transnational education, and our portfolio is expanding. You will bring expertise that will help us identify new opportunities that build our international profile and reputation. That's why we're looking for someone with vision, energy, and a collaborative spirit—someone who can turn strategy into action and lead with both purpose and empathy.

Financially, we're in a strong position. The University recently completed a resizing exercise to achieve financial savings; we've also invested in systems to support marketing and student recruitment. This has enabled us to make strategic decisions and investments – including cost-of-living initiatives - to ensure our offer remains competitive, inclusive, and values-led.

Newcastle is a university with heart and ambition. If you're a strategic leader with a global outlook, a passion for higher education, and a commitment to excellence, I invite you to consider joining us. This is a chance to make a lasting impact—not just on our institution, but on the lives of students around the world.

Colin Campbell
Registrar
Newcastle University



The Role

As Director of Marketing, Global Recruitment & Admissions, you will provide vision and strategic leadership for the teams responsible for delivering UK and international student recruitment and admissions. You will also be responsible for marketing, global engagement and partnership development in support of our vision and strategy.

Reporting directly to the Registrar and working closely with senior colleagues across the institution (both academic and Professional Services), you will lead our efforts to attract and enrol talented students from around the globe. Your primary focus will be developing and executing innovative end-to-end recruitment strategies, working collaboratively to enhance the University's global presence. You will leverage your extensive knowledge of international markets to identify opportunities, build partnerships and support our academic units to achieve their targets.

You will lead and motivate a team of directors responsible for marketing, student recruitment and admissions and the international office. You will bring significant experience of working in a high-profile role, leading and developing successful teams and an extensive understanding of the global higher education landscape.

If you are a dynamic results-driven leader with exceptional sales acumen and a commitment to fostering inclusivity and excellence in higher education, we invite you to join our leadership team and make a significant impact on the future of our University.





Key Accountabilities

- Provide institutional leadership for the University's global student recruitment, marketing, admissions and international office.
- Building internal and external partnerships to oversee the delivery of successful marketing and recruitment strategies, high-profile campaigns and proactive values-based engagement.
- Work with the PVC Education and PVC Global to lead new developments in our academic portfolio, providing expert advice and market intelligence.
- Lead our institutional strategy for pricing and scholarships, working with internal stakeholders and external partners to deliver a compelling offer to market.
- Develop the University's external profile, brand and reputation, across all mediums, ensuring that it is strategically aligned and maximises opportunities.
- Work with the PVC Global and senior leadership teams at our Malaysia and Singapore campuses to deliver our global strategy including new opportunities for Transnational Education (TNE).
- Provide institutional leadership for the applicant to enrolment journey for prospective students, working in partnership with academic units and other teams (e.g. careers and alumni relations) to ensure a one University approach.
- Maintain a knowledge of the key issues facing the UK higher education sector in relation to recruitment, marketing, brand management and partnership development and an ability to address challenges with a pragmatic approach to leading change.
- Lead and manage a team of Directors to ensure a collaborative, productive and high achieving leadership team.
- Manage multiple budgets and strategic investments to ensure return on investment and value for money.

Knowledge, Skills and Experience (Essential)

- Significant experience of global student recruitment, marketing and partnership development with impactful market awareness.
- Experience of translating strategy into delivery through plans, programmes, people and culture.
- Proven leadership in a range of demanding and influential roles, managing significant budgets and complex and varied teams.
- Ability to develop good working relationships with a broad range of internal and external stakeholders, handling complex organisational matters and difficult situations with diplomacy and tact.
- Proven experience of leading and delivering large scale transformational change and the ability to convey a compelling and engaging vision of change.
- Experience of successfully developing and launching new educational offers to overseas markets.
- Understanding of the UK and global Higher Education landscape, opportunities and challenges.

Attributes and Behaviours

- Strong values-led leadership qualities and skills appropriate to a senior management position.
- Self-motivated bringing gravitas, credibility and commitment in a results-driven working environment.
- High level communication skills both oral and written with and ability to act as a representative of the University in a wide range of situations, both internally and externally, nationally and internationally.
- High level negotiation, influencing and enabling skills to develop partnerships and ensure priorities are met.
- Ability to work positively with partner organisations to achieve outcomes and deliver change.
- A global outlook and willingness to travel when required.
- A positive 'can do' attitude and approach and ability to work at pace

Qualifications

- Qualified to degree level and/or relevant work experience in a similar role.

Organisation Structure

Marketing, Global Recruitment and Admissions Directorate



Equality, Diversity & Inclusion

We are committed to academic excellence, equality of opportunity, valuing individual differences and the diversity this brings. We aim to develop a fully inclusive university community which recruits and retains colleagues and students from all sectors of society, who can develop within a positive and supportive culture to flourish and reach their potential. These fundamental values are central to ensuring that all individuals are treated with dignity, fairness and respect.

We promote good relations and understanding between colleagues and students, irrespective of identity or background. By fully embracing equality and diversity, the University is better able to engage with our customers, respond to new and evolving business challenges and create better working environments for colleagues.

We have Disability Confident Level 2 Employer status and are Stonewall Diversity Champions.

Athena Swan

We are the proud recipients of an Institutional Athena Swan Silver award demonstrating our achievements and ongoing commitment to achieving gender equality.

Race Equality Charter

We became a member of the **Race Equality Charter** (REC) to help to improve the representation, progression and success of minority ethnic colleagues and students within higher education. The charter provides a rigorous and robust framework through which institutions work to critically reflect and act on institutional and cultural barriers

In 2022 we were awarded a Race Equality Charter Bronze Award by Advance HE in recognition of our work towards tackling race inequality in the sector.

This award is testament to the huge amount of work done by colleagues and students from across the institution and particularly those involved in the REC SAT and REC work streams.

We value diversity at Newcastle University and welcome applications from all sections of the community.



How to apply

We now invite applications for the position of **Director of Marketing, Global Recruitment & Admissions.**

Applications should consist of a full CV (Curriculum Vitae) and covering letter of no more than 2 sides of A4 outlining how you meet the essential criteria for this role.

Please direct informal enquiries to **Colin Campbell**
Colin.Campbell@newcastle.ac.uk

