



a.r.u. | Anglia Ruskin
University

**ACHIEVE
YOUR
EXCELLENCE,
TOGETHER**

CANDIDATE BRIEF

External
Relations and Engagement

Deputy Director of
Global Marketing & Channels



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 2023.

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.

“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 Schools report into the Pro Vice Chancellors/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

As we reach the end of this strategic cycle, we are now developing a bold new strategy that will define our direction and ambitions for the coming years.

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.



We are currently developing the next long-term strategy for ARU. The successful candidate will play an important role in the planning for and delivery of relevant aspects of the strategy through the leadership of and contributions to External Relations & Engagement.

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 External Relations and Engagement

We help bring ARU's story to life and share it with the people who matter most.

You will play an integral part of the senior leadership team for a newly established Directorate of External Relations, under the leadership of Ali Parker, Director of Marketing, Communications and Recruitment.

Our work brings together creative thinking, strategic insight and meaningful engagement to connect ARU with prospective students and their families, researchers and partners, alumni, donors, and the wider community. We also develop events and experiences that showcase the energy and ambition of our University. Our activities span:

- Prospective student marketing and conversion activity for UK, International FE, Foundation level, UG and PG students
- Integrated channel management across our website, CRM platform, social and paid media
- Advertising and campaign development
- UK student recruitment and outreach with schools and colleges
- Supporting applicants throughout their journey through excellent Admissions and Enquiries
- Strategic Communications, Brand and External relations
- PR, media relations and storytelling
- Outreach with schools and colleges
- Supporting applicants throughout their journey
- Delivering major ARU events, such as Open Days and graduations
- Hosting community events that are open to the public
- Building relationships with alumni, donors and supporters
- Enhancing internal communications across the University



We work collaboratively with colleagues across ARU to ensure our activity is aligned, innovative and high-quality. We also work in hybrid way, combining time on campus, with our stakeholders and audiences with time working remotely.

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.

EXTERNAL RELATIONS & ENGAGEMENT

Job Description

Job Title:	Deputy Director of Global Marketing and Channels
Grade:	Senior Management (SMG)
Job Family:	Senior Management (SMG)
Work Base:	Chelmsford, Cambridge or Peterborough, minimum 3 days a week
Hours of Work:	Full time (37 hours including some evenings and weekends)
Managed by:	Director of Marketing, Communications and Recruitment
Line Manages:	Head of Marketing Channels, Head of Marketing DA & DL, Senior Faculty Marketing Managers (6 colleagues)
Relationships and Contacts:	Senior Colleagues across ARU, ARU Colleagues (incl. Inter Office, LDS, Deans, ARU Partners (incl. ARU College, ARU London etc) External Stakeholders, Agents and Suppliers
Job Purpose:	Lead integrated, data-driven marketing across UK and international markets to support recruitment at all levels. Lead specialist digital, CRM, media and faculty marketing teams to ensure brand consistency and lifecycle impact. Provide strategic and operational leadership across partnerships and deputise for the Director as required.

What You'll Be Doing

Lead the development and delivery of global student recruitment marketing strategies to align all marketing activity with institutional objectives

Act as deputy to the Director of Marketing, Communications and Recruitment and translate recruitment targets into actionable market-specific marketing plans to support directorate-wide strategy and recruitment delivery

Develop and deliver a university-wide student growth and conversion strategy to support planning, portfolio development and income objectives across all levels of study (FE, UG, PG, and Degree Apprenticeship and Distance Learning) and markets.

Work with international recruitment teams and agents to design market specific marketing plans that diversify recruitment pipelines and support emerging markets.

Define and manage future student lifecycle KPIs to strengthen recruitment, conversion, continuation, progression and re-engagement.

Lead the transition from campaign-led recruitment to personalised, always-on lifecycle engagement to improve global conversion performance.

Lead and manage Faculty and Campus marketing teams to ensure aligned planning, clear service models and performance frameworks that support course-level recruitment priorities.

Act as a strategic partner to faculties to provide insight on portfolio performance, market demand and growth planning.

Provide data led insight in support of programme development, suspension and investment decisions, and lead the development and enhancement of ARU's digital and print prospectus to ensure

portfolio information is accurately marketed, CMA compliant and customer focused.

Lead the implementation of the University-wide digital marketing channel strategy to ensure ARU's core platforms remain effective, future proofed and capable of supporting lifelong learning opportunities.

Provide strategic oversight of the university website to ensure strong user experience, accessibility, SEO and conversion performance.

Own the institutional CRM roadmap, architecture and data model, and design automated personalised journeys across B2C and B2B audiences to ensure seamless integration with admissions, registry, finance and learning systems.

Lead the ethical and effective use of AI, automation and predictive analytics, and champion data-led decision-making using insight and performance reporting to strengthen future student engagement and inform key business decisions.

Oversee integrated organic and paid media strategies across search, social, display and content marketing, and optimise investment to maximise SEA, improve conversion performance and generate high-quality leads and applications across all levels of study.

Manage agency procurement and relationships to ensure strong return on investment and maintain compliance.

Set institutional standards for data governance, consent, CRM use and lifecycle communications to ensure compliance with all relevant regulatory frameworks.

Lead capability development in data, CRM and lifecycle marketing across professional services and faculties to strengthen institutional expertise and adoption.

Provide leadership to direct reports to ensure accountability, staff development and delivery of a high quality, responsive professional service.

Optimise structures, resources, processes and ways of working, and manage agreed budgets and business plans to ensure effective planning, value for money and delivery within approved financial boundaries.

Establish, monitor and report against performance targets, KPIs and SLAs, and analyse student recruitment and marketing data,

trends and sector benchmarking outcomes to provide clear insight to senior committees, stakeholders and support effective end-to-end process ownership with Faculties.

Represent External Relations and Engagement and/or the University externally through sector groups, meetings, conferences, and networks to share best practice and enhance institutional reputation.

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 2026

EXTERNAL RELATIONS & ENGAGEMENT

Deputy Director of Global Marketing and Channels

Person Specifications

	Essential	Desirable
Academic/ Professional Qualifications	<p>Higher degree plus significant demonstrable professional experience relevant to the role OR</p> <p>Relevant professional qualification at post graduate level (chartered where appropriate) and significant demonstrable professional experience relevant to the role</p>	
Experience	<p>Experience of developing and delivering global marketing strategy for large, complex organisation, with consideration to international and regional audience requirements</p> <p>Significant senior-level experience in student recruitment marketing, preferably within higher or further education</p> <p>Proven track record of delivering recruitment growth across multiple global markets and levels of study, including distant learning</p> <p>Experience of effective B2B working with international recruitment agents to drive effective nurture, conversion and recruitment</p> <p>Strong leadership experience managing complex teams and cross-functional projects</p> <p>In-depth knowledge of digital marketing, CRM systems, websites and performance analytics</p>	

	Essential	Desirable
	<p>Experience in managing the direction of external agencies and internal expertise to deliver creative media campaigns</p> <p>Experience of managing and motivating large multifunctional teams</p> <p>Experience in setting and managing large budgets</p> <p>Experience of implementing CRM roadmap to optimise engagement and conversion</p>	
Knowledge/ Skills	<p>Effective strategic thinking, with the ability to communicate clearly, and influences effectively through collaboration and evidence-based reasoning</p> <p>Demonstrable ability to engage and influence stakeholders and to communicate and collaborate with peers to deliver results</p> <p>Demonstrable understanding of and experience with current and emerging marketing channels including evidence of using automation and AI</p> <p>Demonstrable ability to generate actionable insights from available data, report insights</p>	
Personal Attributes	<p>Customer focussed and proactive leadership</p> <p>Entrepreneurial mindset with the ability to identify opportunities for improvement and brings forward ideas</p> <p>Commitment to continuous improvement, and ability to contribute constructively to change, and support initiatives that create positive impact</p> <p>Ability to work with colleagues at all levels of the organisation, building trust and direction for the future</p>	

	Essential	Desirable
	High expectations in their own work and in team delivery	
Other	<p>Commitment to own continuous personal and professional development</p> <p>Ability to be campus based, minimum 3 days a week</p> <p>Ability to travel locally and occasionally internationally as required by the job</p> <p>Ability to carry out occasional weekend and evening work as required</p> <p>Committed to our University's values</p> <p>Compliance to our equity diversity and inclusion, safeguarding, health and safety, and sustainability policies and procedures</p> <p>Compliance to Data Protection Act 2018 and GDPR principles/ requirements</p>	

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 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.

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

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.



HOW TO APPLY

Dixon Walter has been retained by Anglia Ruskin University to provide executive search and advisory services for the role of Deputy Director of Global Marketing & Channels.

For further information please visit:

<https://www.dixonwalter.co.uk/opportunities/dd-of-gmc/>

Or to discuss this opportunity, please contact [Alan Walter](#)

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 alan@dixonwalter.co.uk at Dixon Walter by the closing date of **21st June 2026**.

Longlist interviews are expected to be held with Dixon Walter via Microsoft Teams in the weeks commencing the **29th of June and 6th July 2026**.

Final interviews are expected to take place in person on **23rd and 24th July 2026**.