



Director of Marketing and Student Recruitment Applicant Brief

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VC introduction

Thank you for your interest in our Director of Marketing and Student Recruitment position. The University of Cumbria is a special and unique institution, landscape, environment and heritage providing inspiration, challenges and potential in equal measure.



As the university's new Vice Chancellor, what attracted me to the university and the region was the opportunity to be part of something that delivers real impact, and with considerable potential to deliver even more - impact that not only changes lives, but that shapes community and places, and delivers social, cultural and economic benefits to many.

The Director of Marketing and Student Recruitment role is a very significant one for us, with considerable potential and scope. It coincides with the next phase of the university's development, future positioning and success. It also represents a tremendous leadership opportunity for the right candidate to inspire and innovate across all aspects of strategic marketing & recruitment to deliver success with others, through others and for others.

We may be young in terms of our university title, but we are ambitious, with a long and proud history of preparing students for work, careers and life: striving hard to ensure our students achieve their personal and professional potential, wherever they study and at whatever stage of their career. Our professional and practice-based focus is one of our considerable strengths.

As we celebrate our 10-year anniversary we have much to be proud of and we are positioning for future sustainability and success. We are delivering innovative programmes in health, education, national parks and protected areas, project management, army medical services, policing and a varied range of employer-focused workforce development.

However, it is not without challenge. We cover a huge geographic area with low population density, low educational attainment and low participation in HE, set against a requirement for considerable growth in higher-level skills over the next period, with a population size insufficient to meet it.

With sites across Cumbria, Lancaster and London, we also have a distinct and challenging operating model, with unrealised potential to capitalise on place. We are, for example, the only university to have a campus in a national park (with 17 million visitors per annum): Ambleside in the Lake District. In London, we are a well-established and significant provider of teacher training.

Providing routes into higher education, into and through employment, and across and into the region will be key to our future success, with portfolio and programmes aligned to a range of learner needs and types – on and off campus(es) – delivered with and through a range of strategic employer, educational and stakeholder partnerships. With small campuses and an emphasis on work-based learning and learners, we expect to deliver an excellent learning experience, environment and outcomes for all our learners, underpinned by our applied research and professional practice. We will develop and deliver, where demand provides, a strong science, technology, engineering and mathematics (STEM), rural and visitor economy, arts and culture, health and well-being, professional services and education portfolio.

In summary, we are looking for a Director of Marketing and Student Recruitment capable of playing a lead role in building on our marketing & recruitment success to date and in realising our significant potential. Our needs and expectations are simple: we are looking for an exceptional candidate, in standing, leadership, values, team-working and ambition, with drive and commitment in equal measure.

We are expecting you will be hard to find, but perhaps, like you, we also consider ourselves unique!

A handwritten signature in black ink, appearing to read 'Julie Mennell', with a long, sweeping underline.

Professor Julie Mennell
Vice Chancellor

About the University of Cumbria

The University of Cumbria was founded in 2007, from the merger of St Martin's College, Cumbria Institute of the Arts and the Cumbrian assets of the University of Central Lancashire.

The drivers for our creation then, as now, are for the university to be a thriving and respected anchor institution for Cumbria and north Lancashire, developing our region's talent and capabilities and attracting new talent into our region to study and work.

As well as the social benefits to our students and communities, assessment of our economic impact indicates a worth annually of some £120 million to the regional economy, and £230 million to the national economy.

Celebrating our 10th anniversary, we are establishing a growing profile and reputation in the region and county. We are one of the largest providers of teacher education in the UK, a major provider in healthcare education and have the largest outdoor studies department in Europe. In our 10 years we have developed the Institute of Education, Institute of Arts, a business school, a graduate school and seven research centres.

Her Royal Highness, The Princess Royal recently visited our Fusehill Street campus to open the new teaching block housing new facilities for the institution's STEM programme. During the visit, The Princess Royal met with members of staff and university partners who explained the various strands of the university's provision and the importance of collaborative working within the county and region.

University of
Cumbria 

TEN
years
2007-2017



Our student profile

Our total student numbers for the 2015/16 academic year were more than 9,000. The university's student body is largely made up of undergraduates, with about 50% coming onto general Higher Education Funding Council for England (HEFCE) programmes. About 30% study for allied health professions and 20% study at undergraduate or postgraduate level to become qualified teachers.

The undergraduate student body is predominantly female (69%) and 45% are 21 years or older on admission. 18% are from the immediate local areas of the university campuses. 8% identify themselves with black or minority ethnic (BME) origins. 11% had a declared disability on entry.

We recruit over 98% of full-time undergraduate students from state schools; more than 41% of students come from lower socio economic groups and 20.5% from low participating neighbourhoods. In all these areas the university is either in line with or exceeding the location adjusted benchmarks.



Our locations

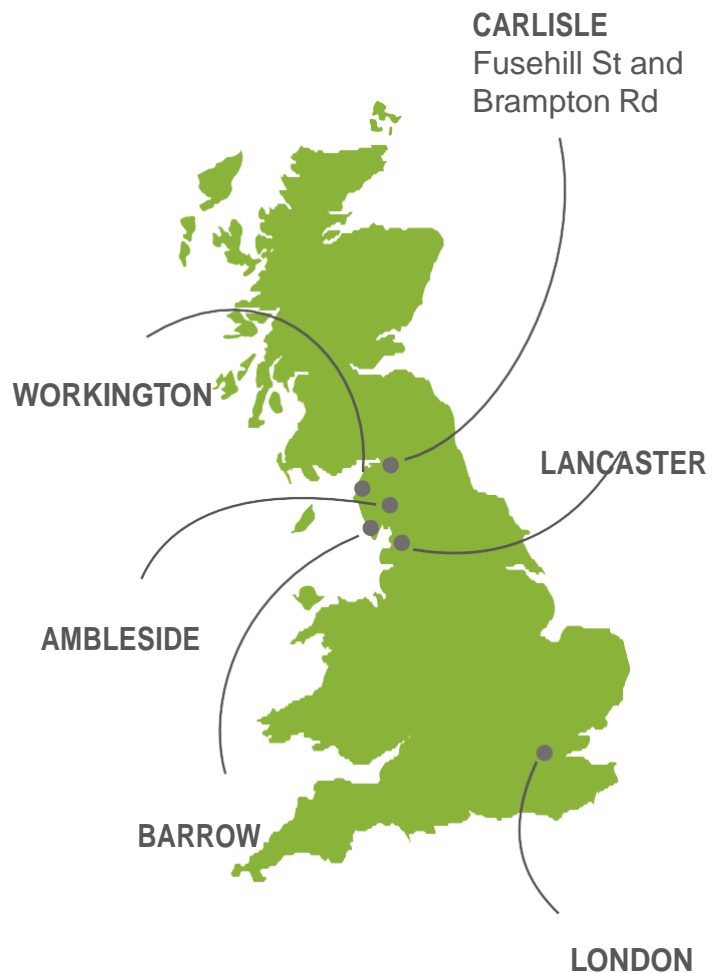
We are committed to maintaining our footprint as the geographical location of our campuses offers the university a unique opportunity for developing our curriculum in line with the needs of the regional economy. Place is, and will be, increasingly important to support us in the delivery of our plans and ambitions with our partners.

Our campuses are based in and around the Lake District, with a further site in London; we are the only university in the world with a campus at the centre of a national park.

We have campuses in the historical, cultural and vibrant cities of Carlisle and Lancaster. Each campus and city has its own wonderful sense of community, which our students love.

The university also operates a Business Interaction Centre in the historic quarter of Carlisle, housing its industry-facing project management delivery, its Centre for Regional Economic Development and enterprise service staff. In addition, the university has teaching sites at Barrow-in-Furness and Workington.

All our north-west campuses are easily accessible by rail, car or air - within easy reach of major cities, such as Manchester, Liverpool, Glasgow and Edinburgh. Our London campus is close to the heart of the capital.





CARLISLE - BRAMPTON ROAD CAMPUS

Brampton Road is our dedicated arts campus and home to our purpose-built Stanwix Theatre and Studio Theatre, workshops and art studios. Our public exhibition space, the Vallum Gallery, hosts regular art exhibitions and theatre productions throughout the year. Subjects offered at this campus include performing arts, dance, adventure media, graphic design, fine art, illustration and photography.



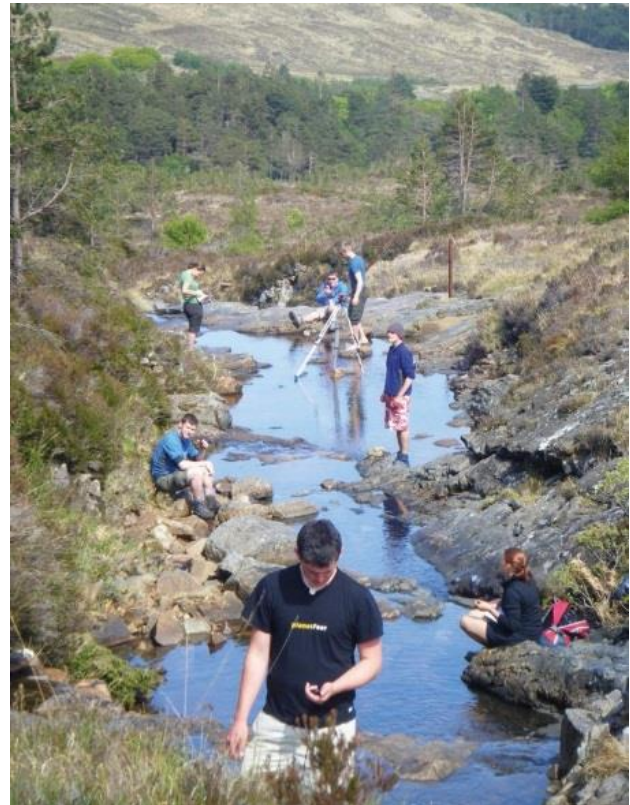
CARLISLE - FUSEHILL STREET CAMPUS

Fusehill Street is our second largest campus, just a few minutes' walk from the historic and cultural city centre of Carlisle, but also set in its own grounds with a range of facilities for study, living and recreation, including a sports centre and gym, and our recently completed STEM laboratories. Subjects offered at this campus include sciences, policing, law, criminology, psychology, education and health.



LANCASTER CAMPUS

Lancaster is the largest campus. A ten-minute walk from the city centre, it is set in beautiful parkland with study, living and recreational facilities on campus, including sports centre, gym and a recently refurbished and well-stocked library. A £9.5 million new teaching block opened in September 2017. Subjects offered include the full range of education, health, sport and business courses.



AMBLESIDE CAMPUS

We have invested more than £13 million at Ambleside. The campus, situated in the Lake District National Park, is home to our outdoor, forestry, environment and conservation programmes. The campus is also home to the National School of Forestry and Institute for Leadership and Sustainability, and will be the university base for the Centre for National Parks. A key focus for the immediate future is the development of academic programmes to support the creative and rural visitor economy.



LONDON CAMPUS

Our London campus, in the east end of the City and within sight of Canary Wharf, has been the home for undergraduate and postgraduate teacher education for more than ten years, with most students coming from and going on to teach within local communities. We are planning to expand our academic provision to capitalise on the opportunities London provides.



EDUCATION PARTNERSHIPS

We work closely with further education colleges in Cumbria and beyond, to help deliver our mission. We also work with a small number of international partners in Germany, Malaysia, Switzerland and Norway, as well as with private and public sector partners.

Our academic strengths and developments

Much of our work with students and employers focuses on a commitment to building a sustainable future for Cumbria, north Lancashire and its communities, while fostering innovation and driving economic growth alongside social responsibility. Policies for recruiting, teaching and supporting students are underpinned by a recognition that the university must offer an excellent student experience that raises aspirations and expectations for students, employers and the community. Our academic portfolio offer focuses on employability, personal development and flexible routes into higher education for a wide range of potential learners.

The National Student Survey highlighted areas where the experience of our students could be further enhanced. The university is responding to this with a focused action plan, as improving this satisfaction rate is a central focus of our future plans.

The most recent 'Destination of Leavers in Higher Education' (DLHE) report, shows that 92.9% of the university's graduates are in full-time employment or further study within six months of receiving their degree.

We enjoy a strong reputation for many of our academic disciplines, including education, health and the arts. We are building our reputation regionally in business, science, sport, law and psychology. We also have a growing reputation for innovative working relationships with private and public sector business and delivering industry-focused programmes in, for example, project management, army medical services and policing.



- We were awarded a multi-million-pound contract with Sellafield Ltd to lead on the provision of project management training to its staff over the next five years. Working alongside the University of Manchester, Lakes College and Furness College, the 'Project Academy for Sellafield' will provide specialist education, training and professional qualifications necessary to deliver the challenging projects associated with decommissioning Europe's most complex nuclear site.
- We are a founding partner of the National College for Nuclear, which, alongside Sellafield Ltd and EDF Energy and other university and college partners, will develop and deliver a curriculum which helps train the next generation of nuclear workers.
- With a particular focus on paramedicine, 180 members of the British Army and Royal Air Force were trained in 2015/16. Expansion plans include up to 800 combat medics undertaking an access programme over the next couple of years.
- Through the ongoing partnership with North West Ambulance Service, training of emergency medical technicians continues to grow with 61 students undertaking programmes within 2015/16. As a result of the university's collaboration with North West Ambulance Service, and our ongoing development of new and existing programmes, we are working to meet the needs of the local community in addressing the shortfall of paramedics within central and West Cumbria in particular.
- Our close employer relations and skills needs are also informing our Higher Level Apprenticeship and CPD provision and expansion.
- We continue to work alongside the Local Enterprise Partnerships in Cumbria and Lancashire as they develop their skills plans for our regions. Our role in helping provide these skills was recognised in their award of £3.5m of funding of the capital projects in Carlisle to provide our state-of-the-art science laboratories and the new teaching building in Lancaster, which will have a particular focus on healthcare.
- We are rated as 'good' by OFSTED for its teacher training with some London provision assessed as 'outstanding'; our health programmes are rated as 'good' (the highest category) by the Nursing and Midwifery Council, and the most recent Mott MacDonald inspection positively endorsed our provision.
- The proportion of our academic staff with professional recognition for teaching in higher education is currently 76% (cf 38% nationally). Around 65% are accredited with the Higher Education Academy (HEA) and one member of staff has been awarded a principal fellowship of the HEA.



The Structure of our Departments and Directorates are:

Business, Law, Policing and Social Sciences

Institute of the Arts

Institute of Education

Science, Natural Resources, and Outdoor Studies

Nursing, Health and Professional Practice

Health, Psychology and Social Studies

Medical and Sport Science

Research Office & Graduate School

Academic Quality & Development

Student & Academic Administration

Marketing & Student Recruitment

Student & Staff Services

Finance & Resources

Information Services

Enterprise & Business Development

Looking ahead and building on our strengths, we will provide and promote strong academic core disciplines as engines for institutional growth, knowledge creation, exchange and dissemination engaged in research, teaching, enterprise, innovation, professional practice, pedagogy and 'domain' leadership, focusing on:

Health, sport and wellbeing

Education

Arts and culture

Science, technology, engineering and mathematics

Business and professional services

Visitor and rural economy.



Our employer engagement, enterprise and innovation

Through sustained engagement with key sectors and major employers, we are seeking to attract and develop the talented workforce required to meet the demands of high-value industries, professions and practice.

The opportunities for Cumbrian students entering and already employed within the workforce to attain and sustain well-paid, high-quality employment through fit-for-purpose education and training programmes, is now greater than at any point in the last 25 years.

We are committed to supporting the development of the rural, industrial and social character of the regions through relationships with the Local Enterprise Partnerships (LEPs), Britain's Energy Coast (BEC), the Lake District National Park Authority's Partnership Forum, NHS trusts and schools in London and across the North West.

Employer partnerships, co-creation and innovative delivery are vital components of the distinctiveness of our offer. We are building strategic partnerships aligned to significant industries such as nuclear and energy, and providing workforce development for key graduate recruiting professions including health, social care, policing and armed forces.



Our approach requires a modern, dynamic, deeply values-based commitment to delivering teaching excellence and student outcomes in stimulating environments both on and off campus. Academic leadership and delivery require meaningful, informed engagement with employers and professional bodies.

Here at Cumbria, academic enterprise aligns to the development of employer-informed curriculum and is facilitated and supported by the enterprise, business development and engagement team and the apprenticeship hub.

Recent examples of employer engagement and enterprise work include:

- The sustainable leadership programmes with the Robert Kennedy College. Our Institute for Leadership and Sustainability has trained more than 2,000 senior leaders from 120 different countries in leadership and sustainability. This is an area we are looking to develop further.
- Lead partner in the £2.2m Eco-Innovation Cumbria Project funded by the European Regional Development Fund. This project will support business innovation and provide undergraduate and postgraduate student researchers to support industry partners.
- The university's business school has secured Small Business Charter status, making a structural link between regional employers and students while they are studying, thus enriching the student experience.

- Project Academy for Sellafield. We are the lead for the £13.5m project.
- The Degree Apprenticeship Development Framework for policing.
- We supported the bid from the Lake District to become a UNESCO World Heritage Site and are committed to the work of the Lake District National Park partnership in drawing the world's attention to this globally significant place.



Our research

The university's research community has grown in size and stature, with activity grounded in the real world. The outcome of the most recent Research Excellence Framework (REF) showed that, overall, 81% of our research was considered to be of a standard recognised internationally or higher, including 94% recognition at this level for the Allied Health Professions submission.

We have recently submitted our application for Research Degree Awarding Powers (RDAP), with the expectation that the assessment period will take place in the 2017/18 academic year.

We are committed to working on research and enterprise projects across the whole of Cumbria and the regions of north Lancashire, connecting our research and enterprise with our London-based activities, and to working with partners across the UK and overseas.

Our focused activity is grounded in the real world with an emphasis on place and applied research linking with industry. We aim to deliver research of national and international importance that addresses the challenges of our time, and by providing research-connected programmes of study.



Our research strategy supports the ethos of academic enquiry and knowledge creation in all academic departments to establish a sustainable research base.

To support and provide a focus for our academic and research activity, there are currently five research centres:

www.cumbria.ac.uk/centres-and-groups

- Cumbrian Centre for Health Technologies (CACHET)
- Centre for Regional Economic Development (CRED)
- Institute for Leadership and Sustainability (IFLAS)
- Centre for National Parks & Protected Areas (CNPPA, previously Centre for Wildlife Conservation, CWC)
- Centre for Education, Learning and Development (in consideration currently)

The following research groups support the research environment of the university and provide a critical mass of research-active staff, taught and research students in focused cogent areas of expertise.

Teacher Education Advancement Network (TEAN)

Active Ageing Research Group (AARG)

Arts Research Initiative (ARI)

The research aspects on the web provide an overview of our activity and research environment at the University of Cumbria

www.cumbria.ac.uk/research

Our students' views

Dan Abel

LLB Law

"Law at UoC provides so many amazing opportunities to get involved. In the three years I studied there I was able to take part in mooting (mock court trials) competitions, organise a mooting competition, a national law conference and a law ball."

Chantel Cumpsty

BSc (Hons) Midwifery

"I had witnessed first-hand the care and commitment of the staff to the university and its students. I was also aware of the university's excellent reputation for developing their students and producing quality graduates."

Stee Leahy

BA (Hons) Performing Arts

"What I enjoyed most about university wasn't only the performances themselves, but the run up to the shows, making a show come together and creating my own pieces of theatre. Having the ability to have an input and be as creative as I wanted."

Georgia Arnold

BSc (Hons) Conservation Biology with Placement

"As well as a good variety of modules and some really great lecturers, the opportunities seem endless. We're always kept up to date on the latest opportunities on offer, including field trips both in the UK and abroad, public conferences and talks, and a vast array of work experience and volunteering opportunities."

Chelsea Norris

BA (Hons) Sports Coaching and Development Top up

"I have gained so much confidence and now have been able to put myself out there and do things I wouldn't have necessarily even thought of doing before coming to university."

Rebecca Lewis

BA (Hons) Primary Education with QTS

"My placement in London was amazing and the experience of spending 3 weeks on placement in Sweden was something I never imagined I'd be able to do."



Leadership, governance and finances

The Vice Chancellor reports to the University Board of Directors. As well as University Board meetings, the directors work through a small number of sub-committees. The university, through one of its legacy institutions, St Martin's College, has an Anglican Church Foundation. This is reflected in our governance with one third of the directors being church nominees and through the position of Chancellor which is held by the Archbishop of York.

Governance and Management

Board of Directors

www.cumbria.ac.uk/Directors

Vice Chancellor's Executive Group

www.cumbria.ac.uk/about/organisation

Senior Leadership Team

www.cumbria.ac.uk/about/organisation

Finance

The university receives around £60m of income each year and has a track record of delivering financial surpluses which is used to invest in our infrastructure. The university operates in a challenging operating environment and has experienced reducing income related to student recruitment in recent years.

The financial strategy has been to generate strong surpluses to build up cash reserves to support investment in the estate and infrastructure. Several major projects are fully or partially complete using this investment. This has included the redevelopment of the Ambleside campus, including new student

accommodation, investment at our Brampton Road campus and the Institute of the Arts, IT infrastructure, the opening of a new teaching building in Lancaster and the second phase of the science laboratories in Carlisle. Alongside this, a key component of our estates strategy is to rationalise and reduce the amount of estate and to improve the quality of the estate we retain.

One of the key priorities of our new strategic plan is centred on delivering long-term financial sustainability. We will focus on reversing the reduction in income by ensuring the academic portfolio is fit for purpose and market driven and that we capitalise on the new opportunities while continuing to focus on driving down costs.

The future

Following engagement with the University Board, staff, students, Students' Union, honorary fellows and key external stakeholders, our 2017-2020 Strategic Plan has recently been launched.

The plan "Enriching People through Place" builds on the achievements of the last decade to position us as a thriving, lead player in delivering professional higher-level learning to meet the demands of an ever-evolving workforce and emerging markets.

The Director of Marketing & Student Recruitment working with the Chief Operating Officer and senior colleagues, will play a key role in the delivery of this new strategic plan.



The region - work and live

“I do not know of any tract of country, in which, in so narrow a compass, may be found an equal variety in the influences of light and shadow upon the sublime and beautiful.”

William Wordsworth

Cumbria is many regions in one. It is the second largest county in England and includes the Lake District National Park, which covers just under half the county and along its eastern boundary lies the Yorkshire Dales National Park. In the north is the historic border city of Carlisle and Hadrian's Wall – a World Heritage site.

To the south and east of Carlisle is the District of Eden with its tranquil valley and market town of Penrith. Further east are the wild open moors of the North Pennines, an Area of Outstanding Natural Beauty. To the west of Penrith is the North Lakes area with Ullswater and the town of Keswick.

The Western Lakes and coast area comprises quiet lakes and remote fells with the coastal towns of Maryport, Workington and Whitehaven providing a fascinating industrial heritage alongside the more recent nuclear and associated developments. The Lake District Peninsulas are in the south of the county and feature a mild climate and a fascinating wealth of tourist and leisure attractions.

South Lakeland includes many well-recognised tourist destinations including Ambleside, Windermere and Coniston, along with Kendal in the south of the area, a busy shopping and commercial centre.



To the south, Lancaster is a bustling student city with a vibrant cultural life. The city has three theatres, cinemas and annual literature, music and maritime festivals. The nearby seaside town of Morecambe has an all-year-round programme of events including music, street theatre and sea-related festivals.

Carlisle lies to the north and is the HQ for the university, with a current population of around 100,000. It is emerging as a major modern regional centre and the development of the university is central to its future success. The university is a key player in the regeneration of Cumbria and has strong links with private and public sector stakeholders across the region. A fundamental part of the university's mission is to assist economic growth and the development of diverse and sustainable communities by enhancing the skills base. It works effectively with employers, other education providers and agencies in the region to offer research, scholarship and knowledge transfer excellence which shapes and supports social, cultural and economic development.

The region is set to witness £25 billion worth of investment over the next decade, helping to create around 56,000 jobs in the next five years in a wide variety of industry sectors, and the University of Cumbria is playing a key role in the attraction and development of these sectors.

Lancaster and Carlisle are well placed and easily accessible with good transport links by rail and the M6 corridor and road system, with London, Manchester, Newcastle, Glasgow and Edinburgh within easy reach; airports in Carlisle, Newcastle and Manchester are also easily accessible.



The role

Responsible to:

Chief Operating Officer

Direct reports:

Head of WP and Director of CCOP

Strategic Marketing Manager (Brand and Design)

Strategic Marketing Manager (Lead Generation and Conversion)

Communications and External Affairs Manager

UK Recruitment and Outreach Manager

Role definition:

- To drive the vision for marketing and student recruitment for the university, enabling the university to achieve its business drivers in recruiting more and better quality students, generating more income for the university, building the brand and profile of the university and supporting internal marketing of the university.
- To ensure that the university promotional activity via all channels are coordinated and reflect the marketing strategy of the university to raise its brand profile and promote its portfolio of courses across a number of audiences.

Key responsibilities:

- To manage; widening participation, the Cumbria collaborative outreach programme, marketing, communications with student recruitment managers & teams to maximise the exchange of information, prevent duplication of effort and provide an excellent service across the university.
- To proactively market and promote the key attributes of the university, providing strategic leadership and guidance on all activity related to marketing, student recruitment and communications
- To be responsible for the four key marketing streams for the university: Student Recruitment Marketing, Commercial Marketing, Internal Marketing and Brand Marketing.
- To have overarching responsibility for delivering the university communications strategy and plan for both internal and external communications via the Communications and External Affairs Manager
- To ensure that the annual marketing, student recruitment and communications service plans and activities are aligned to support the external and internal requirements of the university's operations.
- To manage the performance of reporting staff, including providing support, coaching and guidance. Implementing all formal University people management processes.

- Representing the University in external bilateral and collective discussions to manage stakeholder relationships and/or gain support for the University's Marketing, Communication and Student Recruitment function's plans and strategies and/or improve its profile and reputation.
- Managing the Marketing, Communication and Student Recruitment function's operation to ensure understanding and implementation of the University's policies and relevant legislation, including quality, risk management and health and safety, to ensure compliance.
- Ensuring the development and implementation of policies and practices within the Marketing, Communication and Student Recruitment function that will challenge discrimination and promote the University's equality policies for all staff, students and stakeholders. Championing equal opportunities and diversity and acting as a role model for managers in the Senior Leadership Team.
- Leading on the design of the roles and optimal structures for the Marketing, Communication and Student Recruitment function to help ensure operational efficiency and effectiveness.
- Leading projects or programme activities that will deliver improvements in the scale, efficiency and effectiveness of the Marketing, Communication and Student Recruitment function.
- Ensuring the Marketing, Communication and Student Recruitment function's resources are planned and aligned with the University's strategic direction. Ensuring that performance (both financial and people) is managed to ensure resources are maximised.
- Representing the University in (relevant) committees/collective decision-making groups to ensure integration, synergy and collective decision-making.
- Developing and delivering the University's marketing strategy, plans and services to support its aims and objectives.
- Providing professional expertise and advice to the Executive Team, University Board and external bodies. This includes producing reports, briefings and management information to ensure informed decision-making and support the University's reputation and visibility.
- Developing and delivering the University's Student recruitment strategies, plans and services.
- Leading the University-wide Customer Relationship Management (CRM) Strategy.
- Developing, implementing and monitoring performance indicators and service standards for marketing, student recruitment and communications. Reporting on performance against these benchmarks to ensure that the University thrives and competes successfully in its chosen markets.
- Promoting engagement with and supporting or leading institutional change initiatives in own responsibility area and in a wider organisational context.
- Chairing, contributing to and participating in University corporate decision-making and policy-making processes through membership of University committees, working parties and cross-University projects.

It is the university's intention that this job description is seen as a guide to the major areas and duties for which you will be accountable. However, the business requirements of the university will inevitably change over time and the job description should be seen as a guide and not as a permanent, definitive or exhaustive statement.

Other requirements

As a senior post holder, you will demonstrate professionalism, technical competence, good interpersonal and networking skills and the ability to work independently as required. You will at all times operate within established university regulations and procedures and will need to demonstrate an understanding of the needs of a large, complex, multi-campus university.

You will need experience of working with employers, sectors and professional and practice-based portfolios.

You will have a university-wide remit and will be required to work across the university's campuses or sites.

As a senior post holder, you will be expected to work flexibly in discharging duties. The normal working week is defined in the contract of employment, but because of the nature of the post, you will be required to work flexibly and for such hours as are necessary to fulfil the responsibilities of the post.

The person

- Graduate (or higher) qualification or equivalent professional experience
- Professional postgraduate qualification or membership of professional body (CIM or similar), or equivalent professional experience.
- Significant previous experience in a role dealing with corporate marketing communications and understanding of the relevant terminology
- Senior marketing and communications experience gained in leadership roles with demonstrable evidence of success in these roles
- Substantial senior leadership experience and a successful track record of achievement in a complex multi-site organisation.
- Experience of developing and implementing marketing and customer facing service strategies.
- Experience of playing an active role at managerial level.
- Significant experience of marketing and recruitment leadership.
- Authoritative knowledge of own area (policy, systems, services, work practices, processes, etc.) and understanding of broader areas and issues (regulations, legislation, and national codes of practice, and implications of non-compliance, etc.).
- Ability to design, develop and deliver different aspects of work from inception to completion (e.g. relating to strategy and policy, and University-wide/external projects).
- Ability to take a lead in the development and improvement of services.
- Ability to present concepts and complex material to a range of audiences.
- Understanding of relevant planning and budgeting processes and the ability to control budgets and contracts for goods and services.
- Knowledge of relevant IT packages, information systems and procedures, and currency in understanding of communications media and their use.
- Professional approach to work and colleagues with an ability to work independently and show initiative

Key competencies

- Management skills to lead a diverse team, or significant service
- Extensive and highly developed knowledge of principle, theory and marketing practice. As well as, an excellent understanding of education marketing, web and recruitment strategy and recent developments, acquired through senior leadership roles.
- Understanding of brand development and raising profiles.
- Knowledge of and skills using all current marketing media (e.g. web, intranet, social media, advertising, print and events) and their applicability to different scenarios.
- Understanding of the relationship between the University's core business areas and how the wider Higher Education (HE) and broader sector/commercial issues affect the Marketing, Communications and Recruitment function.
- Good organisational, oral communication, interpersonal, networking skills and time management skills.
- Ability to be proactive and reactive to change scenarios.
- Ability to take responsibility and to work on own initiative, resolving issues and problems using creative solutions.
- Ability to work to and achieve clear targets and lead teams in addressing these.
- Demonstrable commitment to partnership working at an individual, service and institutional level, with internal and external colleagues and organisations.

Other

Commitment to the values of the university, especially in relation to equality of opportunity at work, a healthy and safe working environment and the expected behaviours of the Leadership and Management Framework.

How to apply

For an informal discussion about the role please contact Alan Walter or Sarah Walker at Dixon Walter Search and Selection at:

alan@dixonwalter.co.uk

or on 0191 500 5500.

To apply please submit:

- An up-to-date CV with details of your current or last remuneration
- A covering letter of no more than 2,000 words that addresses the requirements in the person specification
- Details of three referees (one of whom should be your current employer), including name, nature of your relationship, position and contact details. References will not be taken up without prior consent
- A completed equal opportunities and diversity form (also available to download from the campaign site)

These documents should be emailed to alan@dixonwalter.co.uk

Key dates for your diary

- The closing date for applications is Friday 3rd November.
- The final shortlist will be determined on Tuesday 21st November.
- Final stage assessment and selection will be held on Monday 27th November at our Ambleside campus.

University of Cumbria

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www.cumbria.ac.uk