

Capel Manor College

Director of Marketing, Student Recruitment and Admissions

Job Description and Person Specification



JOB DESCRIPTION and PERSON SPECIFICATION

JOB DESCRIPTION

Post	Director of Marketing, Student Recruitment and Admissions
Scale	Leadership and Management
Grade	Scale point 47-53
Responsible to	Principal and CEO
Location	Enfield
Contract	Full time, Permanent

Key Responsibilities

The Director of Marketing, Recruitment and Admissions will lead Capel Manor College's now merged functions of Marketing and Admissions Teams to develop and deliver comprehensive and transformative marketing, communications, student recruitment and admissions strategy.

The role will be responsible for overseeing all aspects of the College's marketing and admissions efforts, from developing brand awareness and generating, which leads to managing the admissions process and enrolling new students. They will ensure a professional, seamless and informed strategy for the entry of new students, facilitating an exceptional service for all prospective students.

The post holder will continue to bring together and shape two formerly separate existing teams, continue a programme of transformation and develop a high-performing new service. They will also build a dedicated student recruitment function and enhance the College's school outreach and engagement.

This role will be pivotal in driving Capel Manor College's ambitious student recruitment targets and achieving its strategic goals.

In addition, the Director of Marketing, Recruitment and Admissions will provide strategic leadership and line management for the College's Administration Services Manager, who oversees both the Customer Support Services (CSS) Team and the Executive Support Team. This includes responsibility for ensuring high-quality, efficient and customer-focused services across Front of House operations, central customer support functions, and executive administration. The post holder will play a key role in shaping the delivery of these core administrative and customer-facing services, supporting exceptional experiences for prospective students, visitors, staff and senior leaders.

Responsibilities:

1. Develop and drive a comprehensive marketing, communications, recruitment and admissions strategy aligned with the College's strategic objectives
2. Work closely with the Directors of Curriculum and teaching teams to ensure outstanding student experience
3. Proactively lead a team of marketing, communications, recruitment and admissions professionals, providing them with direction, mentorship and support
4. Continue a programme of transformation for the admissions function to improve existing application and enrolment systems and processes
5. Oversee the development and implementation of the student recruitment function that enhances the College's school outreach and engagement
6. Overall responsibility for the effective development and delivery of tailored, targeted data driven and integrated marketing plans to core audiences, which support the College's student recruitment brand and commercial growth ambitions
7. Embed strategic change in marketing culture so it is evidence based and data driven to maximise impact and return on investment

8. Ensure brand alignment across content and channels and support the evolution of the College's brand and narrative and its execution across owned, earned and paid for channels
9. Identify opportunities for improvement in marketing, recruitment and admissions efficiency and effectiveness. Foster a culture of continuous improvement and innovation within the new service.
10. Manage existing and procure new third-party agency/supplier support according to internal processes and procedures. Ensure suppliers are provided with a clear brief and success criteria and that performance is effectively monitored, managed and evaluated against agreed targets.
11. Lead on monitoring analysing and reporting on the performance of marketing, recruitment and admissions activities against targets
12. Lead the cross-College delivery of applicant focused and effective enquiry and admissions processes and systems; supporting the delivery of student recruitment targets for all provision
13. Make recommendations for the introduction or amendment of policies and procedures to contribute to operational improvement
14. Develop and maintain strong relationships with key stakeholders, including prospective students and their influencers schools, career advisors, media agencies, press, corporate partners, alumni] networking groups, and other marketing; recruitment and admissions services
15. Own the College's public relations function, supporting the management of the organisational image and reputation
16. Lead on the successful development and delivery of key student recruitment and admissions events (e.g. Open Days, Advice Evenings and Enrolment) with support from teams across the College
17. Manage and monitor the College's budget for marketing, student recruitment and admissions activities and maximise the efficiency and effectiveness of resources
18. Work with the Leadership team in the continued development of an effective internal communications strategy for key stakeholders
19. Analyse data, trends and intelligence to identify areas for improvement and inform future strategies
20. Work with teams across the College to understand requirements and recommend strategies for effective marketing, recruitment and admissions
21. Keep up-to-date with the latest developments in marketing, recruitment and admissions best practices
22. Oversee the Administration Services Manager and the effective delivery of Customer Support Services and Executive Support functions across the College. This includes ensuring high-quality customer service, operational efficiency, and professional executive assistance.

General responsibilities:

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

PERSON SPECIFICATION

Qualifications

- Possess a Level 2 qualification in English and Maths or a willingness to achieve within a specified period
- Educated to degree level or equivalent (Level 6) in marketing or a related field
- Professional management and leadership qualification (e.g. CIM, DMA)
- Evidence of continuous professional development

Experience

- Significant relevant professional experience, preferably within further and/or higher education
- Direct experience in leading and developing marketing, communications, student recruitment and/or admissions strategies and services or some combination thereof
- A proven track record in building an organisation's profile, reputation and brand

- A proven track record of leading and delivering effective marketing and recruitment activity to increase student recruitment numbers
- Experience in shaping, motivating and managing an effective, multi-disciplinary team to drive improvements and efficiencies
- Experience of the tools and systems underpinning marketing, communications, student recruitment and admissions services within further education is desirable
- Experience of marketing distinctive offers within a multi-site organisation
- Experience of managing third party relationships, including media agencies
- Experience in effectively setting, monitoring and reviewing complex budgets of E500k+ is desirable
- Experience in data analysis and utilisation of data driven insights to optimise marketing and recruitment efforts, demonstrating impact and ROI
- Knowledge of digital marketing platforms, social media channels and emerging marketing and recruitment trends
- Experience of managing a pressurised and demanding role

Skills, Abilities and Knowledge

- Ability to lead teams positively through change and drive service improvements
- Excellent leadership skills, encompassing direction setting, delivery, performance management, team building, staff development and change management
- Solid understanding of the further and higher education landscape, in particular current best practice and issues which are likely to impact upon College marketing, recruitment and admissions needs
- Ability to develop and maintain successful relationships with internal and external stakeholders
- Excellent communication and presentation skills
- Excellent negotiation and influencing skills
- Solid project management, administrative and organisational skills
- Ability to interpret, evaluate and communicate complex information accurately
- Confident, self-motivated with a committed approach to work and a willingness to work flexibly in terms of hours and respond to changing organisational requirements

Other Factors

- An understanding of and commitment to safeguarding young people and vulnerable adults
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults
- Emotional resilience
- The ability and determination to promote equality, diversity and inclusion throughout all aspects of College life, including employment and service delivery
- Should the position involve regular driving, a clean driving licence is required