

**UNIVERSITY OF LINCOLN
JOB DESCRIPTION**

JOB TITLE	Head of Schools and Colleges Engagement				
DEPARTMENT	Communications, Development and Marketing				
LOCATION	Brayford Pool				
JOB NUMBER	MR4111	GRADE	8	DATE	April 2021
REPORTS TO	Assistant Director, CDM				

CONTEXT

This role sits within the Department of Communications, Development and Marketing. The role holder reports to the Assistant Director, CDM and leads the Schools and Colleges Liaison Team.

JOB PURPOSE

To support undergraduate recruitment and conversion with a focus on implementation of the University of Lincoln's schools and colleges engagement plans by raising awareness of the University of Lincoln in schools and colleges in the UK and establishing and developing positive relationships with schools and colleges in the region and across the UK.

The role holder will lead the schools and colleges team who should evidence best practice in this area. They should all build and manage exceptional relationships with college and sixth form leaders and be in regular contact with them; they should facilitate University academic engagement with schools and colleges; facilitate University alumni and student engagement; facilitate transition from schools and colleges to the University of Lincoln; facilitate the provision of curriculum content in schools and colleges; and ensure that the University of Lincoln is a university of choice for teachers at all schools in England.

The University seeks to attract high performing students with the personal and academic potential to succeed in their degree courses. The University of Lincoln is also committed to helping raise the aspirations of young people towards higher education in general.

The role holder should have exceptional knowledge of the sector and of competitor behaviours and should have a passion for excellence, an enthusiasm for education, and aim to lead a sector leading team.

KEY RESPONSIBILITIES

PLANNING AND DEVELOPMENT

To work with the Assistant Director, CDM, to develop a strategy for engaging schools and colleges across the UK. The strategy should be innovative, interactive, engaging, and must add value to the role and work of teachers in schools. It should be sector leading and should aim to have a range of engagement levels including mass market engagement for all UK schools utilising the marketing communications mix. They should have specific virtual and physical engagement plans for the wider range of feeders, and targeted partnership plans for building close and personal relationships with key feeder institutions.

The role holder will develop an annual and three-year plan for schools liaison, and will report regularly on the team's performance against plan. They will develop and deliver activities to support the University objectives around undergraduate recruitment with a focus on students, their teachers and their parents, and peers. The role holder will be responsible for the implementation of that plan and for managing a team who will support in the implementation of the plan.

The role holder will also lead on the University's enquiries management and be responsible for developing and maintaining exceptional standards of customer service, online, on social media, via email, phone and in person. They will consider new technologies and new opportunities to delight the customer.

The role holder will be responsible for the implementation of the plans within timescale and to budget.

The role holder will personally develop relationships with key feeder institutions and will spend a significant amount of time developing and managing relationships. They will ensure that the team does the same and that the University of Lincoln is closely linked to its school and colleges. They will identify advertising and promotional opportunities in schools and colleges to ensure that the University of Lincoln's brand is well placed and positively perceived across the sector.

They will work closely with other teams in the communications, development & marketing team and particularly with conversion, web, content and social media teams.

The role holder will be responsible for supporting an annual programme of events including virtual and physical events, learning opportunities, direct experiences of HE, academic workshops, and a range of experiences for schools and colleges across the UK, such as masterclasses, competitions and academic engagement. They will support the attendance at appropriate events such as open days, tours, HEFCE Fairs, County Shows and other events where they can build and develop relationships with schools, teachers, students and parents.

They will promote the University of Lincoln with the aim of making it the first choice for teachers, and their students. They will provide students, their parents/carers, teachers and other influencers with information about studying at the University of Lincoln and the benefits of applying to university in general, and associated application processes and financial considerations.

They will make academic curriculum relevant content accessible and develop programmes to aid the transition of students from school and college to university.

The role holder will regularly review the market intelligence available including applications, regional variance, school variance. They will undertake focus groups and appropriate research to inform their understanding of the market and to improve strategy and performance.

The role holder will manage the WP activity of the University, including reporting and representing the team at appropriate meetings.

MANAGEMENT OF RESOURCES

The post holder will manage a team of schools and colleges regional account managers and will develop and empower them to deliver the teams objectives. They will ensure all activities are delivered to budget and in line with financial codes and policies of the University.

To lead in developing and managing effective relationships with targeted regional and national schools and colleges at all levels across the institution.

Work with the Assistant Director CDM, to set the standards of quality of service for all recruitment and conversion activities.

The role holder will facilitate a programme of academic staff liaison in schools and colleges across the UK.

The role holder will oversee the application of the communications mix for schools and colleges across the UK to ensure that the events programme is supported by a wide range of physical and virtual communications materials including posters, schools guide, parents' guide etc.

To manage the budget of the function, ensure purchase orders are raised and that University Finance regulations are adhered to.

To manage the temporary employment of school liaison Ambassadors staff.

To engage alumni in the schools activities programme, to inspire and engage them in activities such as presentations and mentoring.

Maintain and develop the schools and colleges contact database.

CREATIVE AND PROBLEM SOLVING

To support the growth in applications and enrolments through the development and implementation of creative and unique engagements with schools and colleges.

To work with the Assistant Director CDM, to oversee the Schools Liaison Strategy to ensure that the team undertake a rigorous programme of excellent and relevant schools liaison that supports the objectives of the University.

The role holder must use their initiative to develop new and innovative ways of building and maintaining relationships and supporting schools and colleges.

To engage academics and alumni in the development and delivery of content that adds value for

teachers and raises positive awareness of the University of Lincoln.

To grow applications and enrolment through the development and implementation of marketing and advertising campaigns to generate enquiries, convert enquirers and to convert applicants for both undergraduate programmes.

To provide creative and innovative solutions to situations in order to achieve recruitment and conversion objectives.

To formulate ways to use events creatively to positively impact on recruitment and conversion.

To collect and analyse data from existing campaigns to inform future activities and direction.

To oversee the enquiries process and ensure it is the best in the sector.

The role holder will identify and develop progression routes to the University of Lincoln for pupils in partner schools and colleges.

LIAISON

To work closely with the Heads of Academic schools and programme leaders and academics to support recruitment for their programmes.

To work closely with University Registry to ensure admissions policy and procedures provide the best customer service for UK applicants.

To work closely with external partners, particularly schools, to oversee development of appropriate relationships and partnerships with stakeholder and feeder institutions.

To represent the University on access and widening participation groups and activities.

The role holder will oversee the appraisal and development of their team.

The role holder will engage academic staff in University/College/subject open days, master classes and 'taster' days and school visits.

The role holder will pro-actively manage and develop relationships with partner schools and colleges across the UK, utilising a range of communications tools, such as brochures, mailshots, and posters, provision of gateway materials, events for students, teachers, parents, sixth form heads, careers teachers and the broader community.

The role holder will attend appropriate networking events and meetings and develop and maintain professional links with other departments in the University and external bodies to develop appropriate schools and colleges relationships.

KNOWLEDGE AND EXPERTISE

Regularly monitor and evaluate programmes of activities with schools and colleges and produce regular evaluation reports.

Work closely with colleagues to support the delivery of excellent open days and public events.

The role holder will have expertise in the development and delivery of higher education marketing programmes and will undertake to stay current in their knowledge and skills, including relevant legislation regulations

The role holder will be a first point of contact for expertise in schools and colleges liaison.

The role holder will shape and influence the development and nature of schools and colleges liaison within the University through their expertise.

The role holder will advise academic and service areas and departments across the University on schools and colleges recruitment and education liaison

The role holder will undertake market research to ensure that the targeting and activities of the team are research led and intelligence driven.

ENQUIRY LINE

Manage the enquiries line and ensure a professional service is provided during working/required hours to deal with all questions and calls relating to any element of University. To maintain a prospects list and ensure that regular reports are delivered and that regular follow up is undertaken with all enquirers.

The role holder will support that conversion activities of the CDM team including the call centre which normally takes place between January and May.

In addition to the above, undertake such duties as may reasonably be requested by the manager or director of the department and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role
<p>The post holder will liaise and work closely with all members of the Marketing, Communications and Development department.</p> <p>The nature of the work will require some duties to be performed in the evenings and/or weekends.</p>

Key working relationships/networks	
Internal	External
<p>Communications, Development and Marketing Colleagues Academics Relevant Departments and Colleges</p>	<p>School Headteachers Heads of 6th forms Teachers Parents Students External agencies</p>



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LINCOLN

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PERSON SPECIFICATION**

JOB TITLE	Head of Schools and Colleges Engagement	JOB NUMBER	MR4111
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
First degree or equivalent qualification	E	A
Experience:		
Experience of leading and inspiring a customer focused account management team	D	A,I
Experience of building excellent relationships	E	A,I
Experience of prospect management and exceptional customer service	D	A,I
Evidence of meeting challenging objectives and having exceptional standards of delivery	D	A,I
Skills and Knowledge:		
Understanding and experience of marketing communications mix	E	P
Excellent presenting, oral, and written communication skills	E	AIP
Able to build positive relationships internally and externally.	E	AIP
Excellent planning and organising skills – able to deliver to a high quality and within timescales	E	AIP
Knowledge of entry routes to university and good knowledge of the University of Lincoln	E	AI
Good understanding of issues relating to the progression of students into HE	D	AI
Understanding of the principles of schools and colleges liaison	D	AI

Competencies and Personal Attributes:

Excellent interpersonal skills	E	I
A pro-active approach	E	I
Ability to manage a busy workload	E	I
Good team leader	E	I
Must be willing to travel in the UK and work outside of normal office hours	E	I

Business Requirements

The University of Lincoln is committed to ensuring a positive work life balance for all staff and it is within this context that you will be expected to work flexibly and efficiently which, dependent upon the needs of the service and the requirements for the performance of the post, will include evenings and weekends.

Essential Requirements are those, without which, a candidate would not be able to do the job.

Desirable Requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	ES	HRBA	PC
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