



Job Description

Job Title:	Director of Marketing & Recruitment
Responsible to:	Principal
Location:	Didsbury, Manchester
Part time:	28 hours per week (willing to consider free lance)
Salary:	£21,032 (£26,290 pro rata)

Main Purpose of Job

To strategically co-ordinate Nazarene Theological College's recruitment strategy with the aim of increasing income and raising the profile of the College

Background

Nazarene Theological College is a research-led partner college of The University of Manchester. Situated in Didsbury, Manchester, the College is a Christian theological college and is shaped around a Christian ethos. Founded in 1944, NTC has some 350 students (both full and part time), across undergraduate and postgraduate programmes of study, representing a wide range of nationalities. The College also prepares candidates for Christian ordination in the Church of the Nazarene and beyond.

The College operates with clear Strategic Areas:

- We will be academically innovative and research led
- We will foster community that is intentionally Christ like
- We will engage in key missional partnerships with integrity
- We will strengthen our resource base to ensure a sustainable future and
- We will build our reputation for excellence

And with clear values:

We value excellence, relationships and learning and seek to manifest this in all that we do

Key Areas of Responsibility

The primary responsibility of this role is to:

1. Develop and implement a strategic marketing plan that will enable successful recruitment.
2. Further develop and oversee the implementation of a recruitment strategy to increase NTC's market share.
3. Work with NTC's team to embed the HubSpot customer relationship management tool and evaluate its implementation.
4. Work with all relevant people engaged in facilitation and development of recruitment including creative engagement with student ambassadors.
5. Develop and manage a recruitment budget to support the recruitment of students across the programmes of the College.
6. In collaboration with the Extended Leadership Team set clear targets for recruitment for the short, medium and long term.
7. Analyse recruitment trends (in collaboration) and mitigate if recruitment targets are not reached.

8. Effectively communicate observable trends and work with others to identify changing and new markets.
9. Be the formal and primary link between the appointed web development agency and NTC to maintain the College's website..
10. Produce and distribute marketing and communications materials through NTC media channels: print, website, social media, email and events.
11. Establish a working pattern to engage with other core team members for public relations, marketing, recruitment and fundraising.
12. Liaise as necessary with others in order to enable recruitment to be run professionally for agreed purposes (e.g. bookings and housekeeping for open days, etc.).
13. Manage the signing off of publicity material both internally and externally: This will include any entity that uses our corporate brand.
14. Manage and develop a team to support the implementation of marketing and development including freelance engagements.
15. Set up and manage online registration for college events, conferences, open days and courses.

Key Deliverables

1. To meet with the Principal, and others as necessary, monthly
2. To develop and manage a clear strategy for recruitment
3. To meet with the core internal public relations, publicity and recruitment team
4. To meet as necessary with the external Marketing company
5. To meet as necessary with the fundraising volunteers
6. To support the development of Alumni Coordination on a strategic level
7. To work with the Recruiter
8. To line manage the Recruiter
9. To oversee the budget line held by NTC and work with budget requirements for recruitment and marketing

Work Expectations

1. You will work as required to deliver marketing and recruitment including some unsociable working hours
2. You will need to be at appropriate meetings as requested.

Financial Arrangements

Our aim in all our programmes is to ensure that we make a profit for the organisation so we can continue to grow and develop the College.

This job description is not exhaustive; the post holder may be required to undertake other duties as reasonably required.

Nazarene Theological College Vision

As God's holy people we aspire to be a learning community reflecting the love of God as Father, Son and Holy Spirit. Dedicated to excellence in theological education we intentionally foster character formation within contexts that are both practical and reflective.

Nazarene Theological College Employment Ethos

The College is committed to the active pursuit of an Equal Opportunities Policy which addresses the need and right of everybody in the College to be treated with dignity and respect, in an

environment in which a diversity of backgrounds, traditions and experiences is valued. It aims to create the conditions whereby prospective and existing students and staff are treated solely on the basis of their merits, abilities and potential, regardless of any irrelevant distinction.