



Job Description

Job Title:	Director of Marketing & Recruitment
Responsible to:	Principal
Location:	Didsbury, Manchester
Part time:	28 - 35 hours p/w (flexible working considered)
Salary:	£27,678 per annum (or pro rata)

Main Purpose of Job

To strategically develop, implement, co-ordinate and evaluate Nazarene Theological College's overall marketing and recruitment strategy with the primary aims of increasing enrolment and raising the profile of the College.

Background

Nazarene Theological College (NTC) is a research-led partner college of The University of Manchester. Situated in Didsbury, Manchester, the College is an institution of the Church of the Nazarene. 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 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

In order to reach these priorities, we will consider the following operational areas:

- 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:

1. Using research and analysis, identify key areas for recruitment in collaboration with the Leadership Team and Student Recruitment & Outreach Coordinator.
2. Develop and oversee implementation of a creative and innovative marketing and recruitment strategy, aimed at increasing NTC's market share and student enrolment.
3. In collaboration with the Student Recruitment & Outreach Coordinator and Leadership Team, set clear targets for recruitment for the short, medium and long term.
4. Review and manage the marketing budget to effectively utilise spend and support the recruitment of students.
5. Review and develop NTC's digital presence to engage with prospective students; including website redevelopment, social media, email marketing and Pay Per Click (PPC) advertising.
6. Work collaboratively with all stakeholders to identify changing and new markets through research and analysis, and support development of innovative programmes to drive recruitment.

7. Design, produce and effectively distribute marketing and communications materials through NTC media channels: print, website, social media, email and events.
8. Manage the sign off of publicity material, both internally and externally, including any entity that uses our brand.
9. Ensure brand awareness is strengthened and reputation is maintained at all times.
10. Manage and oversee use and effectiveness of HubSpot customer relationship management tool.
11. Work with all relevant people engaged in the facilitation and development of recruitment strategy, including faculty, staff, student ambassadors and alumni.
12. Establish a work pattern that enables you to engage with other core team members and the student community for public relations, marketing, recruitment and fundraising.

Key Deliverables:

1. Meet regularly with the Principal and others as necessary.
2. Develop, implement and maintain a clear and innovative marketing and recruitment strategy.
3. Drive the development of Alumni engagement on a strategic level.
4. Drive the development of School/College/Sixth Form recruitment on a strategic level.
5. Drive the development of engagement with churches on a strategic level.
6. Line manage the Student Recruitment & Outreach Coordinator.
7. To forecast, oversee and manage the budget allocated to marketing and recruitment.
8. Participate fully in day-to-day College life.
9. Ensure positive engagement with, and participation in, strategically significant events.

Person Specification

This role would benefit from knowledge and a passion for issues surrounding the progression of learners into Higher Education. With the ability to work on your own initiative and prioritise a varied workload, you will have a flexible and positive approach to work with the ability to enthuse and motivate others. You will foster effective relationships with our admissions team, as well as with external stakeholders including prospective students, teachers and advisors, internal and external lecturers and professionals from partner institutions. This role requires excellent interpersonal and communication skills and would benefit from previous experience of developing and delivering educational recruitment initiatives [desirable].

Essential

- A strategic thinker and planner with practical experience of developing and delivering marketing and/or recruitment initiatives.
- The capacity to manage teams and individuals relationally.
- Proven experience of digital, direct and social media marketing.
- Knowledge and ability to identify new and emerging communications technologies and platforms.
- Proven experience and knowledge of brand rules and values.
- Ability to work on your own initiative and prioritise a varied workload, you will have a flexible and positive approach to work with the ability to enthuse and motivate others.
- Professional competence and an ability to negotiate effectively and influence others.
- Demonstrable ability to foster effective relationships at all levels, with both internal and external stakeholders.
- Excellent interpersonal and communication skills.
- Experience in undertaking research and analysis, including interpreting data.

- Experience of email marketing and Customer Relationship Management (CRM) software.
- Commitment to the aims and values of the College as a Christian institution.

Desirable

- Demonstrable experience of developing and implementing successful student recruitment strategies and delivering recruitment activities in a higher education setting.
- Experience of line management.
- Knowledge of wider issues affecting undergraduate and postgraduate recruitment.
- Knowledge of and passion for issues surrounding the progression of learners into Higher Education.
- Experience in using creative cloud design software - InDesign, Photoshop and Illustrator.
- An active member of a Christian community.

Work Expectations

1. You will work flexibly to drive NTC awareness and recruitment, including occasional unsociable working hours.
2. You will need to attend appropriate meetings as requested.
3. Flexible working arrangements will be considered.

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 relevant distinction.

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