

## Job Description

### Director of Undergraduate Student Recruitment

#### Position Overview

<b>Department</b>	Enrolment Management
<b>Location</b>	Devon House, London (Hybrid role), in-office schedule to be set based on business needs throughout recruitment cycle, typical weeks will include 3 days in-person.
<b>Term</b>	Full-time; permanent
<b>Salary Range</b>	£70,000 - £80,000 per annum, depending on experience
<b>Benefits</b>	The university supports staff maintaining a good work/life balance, offer flexible working and parental leave opportunities, an Employee Assistance Programme which provides free, confidential advice on both home and work concerns as well as optional private medical insurance, season ticket loans and being part of the cycle to work scheme.
<b>Direct Reports</b>	<ul style="list-style-type: none"> <li>• UK Student Recruitment Manager</li> <li>• International Student Recruitment Manager</li> <li>• Manager, International Enrolment for Global Campuses</li> <li>• UK Student Recruitment Officers</li> </ul>
<b>Reports to</b>	Rob Farquharson, CEO (UK) and Ebony Clinton, Dean of Undergraduate Admissions (US)
<b>Start</b>	ASAP

#### The Role

Working under the leadership of the CEO of Northeastern University London and the Dean of Undergraduate Admissions, the Director of Undergraduate Student Recruitment, Northeastern University London, will be responsible for supporting the needs of the Office of the Chief Enrolment Management Officer through leadership in strategic projects related to recruitment and visitor services at the Northeastern University London campus. This position requires travel to key market areas and representation of the university at external recruitment events, on campus events and to a wide range of key stakeholders across the sector.

## Director of Undergraduate Student Recruitment - Job Description

This position will oversee recruitment for undergraduate degree programs at Northeastern University London, supervise London-based undergraduate recruitment staff, oversee campus visit services, and support yield for all London-based programs.

The Director of Undergraduate Student Recruitment, Northeastern University London will be based in London but will regularly interface with our Boston-based campus and Enrolment Management team, including occasional in-person travel to Boston as needed.

The successful candidate will be a team player and bridgebuilder, with a strong work ethic and demonstrated ability to successfully work both independently and collaboratively, and who actively contributes to office and campus welfare in a high volume, fast-paced environment.

### **Duties and Responsibilities**

#### **Visitor Services Operations Management for Northeastern University London**

These duties / responsibilities are anticipated to account for approximately **30%** of work time.

- Create, oversee, and manage day-to-day operation of Northeastern University London visitor operations, including oversight of enquiries and recruitment customer service channels.
- Liaise with Boston-based visitor services team and enrolment leadership to simultaneously scale capacity and align the quality of the London campus visit experience with the campus visit experiences in Boston & Oakland.
- Collaborate with Boston-based visitor services team to implement best practices in programmatic offerings and management of visit sessions and student staff. Work with enrollment leadership to identify and establish a potential space to hold information sessions and offer visitor services, and continuously assess visitor service needs as visitor volume and knowledgebase expands.
- Collaborate with Marketing teams to ensure accuracy of presentation materials and relevancy of print and digital materials.
- Ensure standardization of policies and procedures and strengthen the connection between staff based in London and Boston.

#### **Creation, Implementation, and Management of Northeastern University London Admissions Strategic Recruitment Initiatives**

These duties / responsibilities are anticipated to account for approximately **30%** of work time.

- Design and lead implementation of strategic recruitment initiatives at Northeastern University London as identified by enrollment leadership in the Office of the Chief Enrollment Management Officer.
- Develop the University's student recruitment strategy for undergraduate recruitment into Northeastern University London (from all global markets) and provide strategic leadership to the undergraduate recruitment team to develop collaborative professional relationships across Enrollment Management.
- Overall responsibility for NU London undergraduate recruitment budgets, staffing

## Director of Undergraduate Student Recruitment - Job Description

budgets, and resource allocation for the undergraduate team.

- Liaise with campus partners and priority constituent groups in both London and Boston to develop and manage project and process integration timelines.
- Coordinate assessment and data analysis with the Enrollment research unit when appropriate and produce documentation and reporting on assigned tasks and initiatives.

### **Supervision of London-based Recruitment Staff**

These duties / responsibilities are anticipated to account for approximately **20%** of work time.

- Hire, supervise, train, and provide evaluation of the work activities of the London-based recruitment team and student staff supporting visitor services.
- Mentor staff as necessary to ensure that they are successfully completing job responsibilities and provide direction, guidance, and support in the daily function of their duties to assure compliance with all university policies.
- Support London-based recruitment staff as the team continues to integrate more closely with Boston-based staff and provide more context for broader Northeastern policies as needed.
- Review and monitor visitor services, staff presentations, admissions processes, and campus visit customer service offerings at regular intervals.

### **Build, Maintain, and Manage Partnerships**

These duties / responsibilities are anticipated to account for approximately **10%** of work time.

- Contribute as required to relevant University groups and committees to represent recruitment at appropriate times in decision-making on activities relevant to recruitment.
- Accountable for the development and maintenance of strategically important relationships for Northeastern and NU London; including, but not limited to, professional organisations – such as BUILA and UKCISA, Government bodies, Scholarship bodies, Embassies, the British Council, UKVI and other industry organisations where they pertain to undergraduate student recruitment.
- Work in collaboration with the Director of Global Enrolment Management and Partnerships to ensure a joint up and strategic approach to matters pertaining to both undergraduate and postgraduate recruitment and to ensure effective working practices across Enrolment Management in London.

### **Contribute to Positive Welfare and Environment of the team on the Enrollment Management Department**

These duties / responsibilities are anticipated to account for approximately **10%** of work time.

- In collaboration with the Marketing, Admissions, and Visa Compliance functions in London, align strategic plans, operating procedures, and best practices to ensure shared goals are met for the London campus.
- Responsible for collaborating with directors and managers to ensure that the team

## Director of Undergraduate Student Recruitment - Job Description

meets institutional enrollment goals.

- Support and contribute to the unit's positive professional environment by conducting oneself in a professional manner; demonstrating support of institutional, divisional and office policies and procedures; adhering to the managers expectation and practicing the highest levels of customer service toward all constituents (students, internal and external constituents, and colleagues).

### **About the University**

Founded in 2012, Northeastern University London (formerly known as New College of the Humanities) has established itself as a prestigious higher education institution based in the heart of London. Northeastern University London is part of Northeastern University's Global Campus Network. Positioned as top ranking in the USA, Northeastern has campuses in Arlington, Boston, Charlotte, Miami, Oakland, San Jose, and Seattle in the USA, and Toronto and Vancouver in Canada.

After becoming part of Northeastern University's global network in early 2019, the University has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moved to a new, state-of-the-art campus in 2021.

Northeastern University London offers a vibrant, collegiate community delivering broad and academically rigorous degree programmes, designed to equip graduates with the combination of skills and knowledge that are increasingly desired by organisations, employers, and society. It offers state of the art audio visual technology in its teaching and meeting spaces across the organisation.

### **Person Specification Criteria**

To undertake this role, the following should apply – should you not have the experience below, please do highlight where transferrable skills would assist with you undertaking the role.

#### **Essential**

- Bachelor's degree in Recruitment/ Marketing etc or equivalent relevant experience
- Senior-level experience in student recruitment.
- Strong supervisory, interpersonal, and leadership skills.
- Track record in devising and implementing student recruitment strategies within a target-based environment.
- Experience of managing budgets and teams.
- Experience developing recruitment strategies in new geographic markets and with new programme portfolios.
- High-level skills in strategic thinking, organisation and development of people and teams.
- Knowledge of the Home Office immigration compliance and regulation as it pertains to UK higher education.
- Knowledge of the Office for Students and Department of Education compliance and regulation as it pertains to UK higher education.
- High level of organization and detail-oriented approach.

## Director of Undergraduate Student Recruitment - Job Description

- Proven record of data-driven decision-making.
- Excellent communication and presentation skills.
- Demonstrated project management skills and ability to develop and implement complex processes and systems.
- Proven record of excellent customer service and relationship building.
- Demonstrated ability to manage multiple projects concurrently and balance competing priorities required.
- Advanced knowledge of higher education issues related to recruitment, admission, and enrolment of students.

### Desirable

- Master's degree in a relevant field.
- Experience working with diverse populations.
- Experience launching and enrolling students into new academic programs.
- Experience with admissions CRM Slate and data analytics tools like Tableau.

### Additional Information

#### Enquiries

Role specific enquiries may be made to Ebony Clinton, [e.clinton@northeastern.edu](mailto:e.clinton@northeastern.edu) All other enquiries to [jobs@nulondon.ac.uk](mailto:jobs@nulondon.ac.uk) However, all applications must be made in accordance with the application process specified.

#### Application Process

Applications should be made via [this link](#) by 23:59 on **Sunday 26<sup>th</sup> May 2024**. Please reference your application “**DUSR0424**”. Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

**Please note this role may require a basic or enhanced DBS check. Please note this role may require a basic or enhanced DBS check. Our organisation acknowledges the duty of care to safeguard, protect and promote the welfare of our students and staff, and is committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and Ofsted requirements. You must adhere to the above if you are offered a role with NU London.**

Applications are welcome from all sections of the community and will be judged on merit alone. We welcome applications from all underrepresented groups, including the Global Majority. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.

**Job sponsorship: Please note this role is not eligible for sponsorship.**