

**Head of Student Recruitment and International (1.0 FTE)**

**Marketing and Strategy**

**Permanent**

Job Title	Head of Student Recruitment and International (1.0 FTE)
Location	Glasgow campus
Reports	Director of Strategy and Marketing

Role Purpose

Leading the implementation of the GSA's Student Recruitment and aligned Internationalisation strategies, you will work collaboratively to ensure the GSA sustains and further develops its position as an institution of choice for applicants and academic partners in the UK and internationally.

Responsible for the development, implementation, monitoring and management of our student application journey you will ensure application, offer and enrolment targets are met including those aligned to the Institutions' discipline areas and our commitment to widen diversity across a range of socio-economic and protected characteristics in partnership with Widening Participation and Articulation teams. Through the Internationalisation Strategy you will work collaboratively with academic colleagues to ensure we create a diverse, vibrant and sustainable international student community.

Using analysis of GSA's performance, discipline and market trends, you will work with colleagues across the GSA to deliver an integrated, student focused approach to recruitment, providing a high quality, on-brand and innovative applicant experience from point of enquiry to enrolment reflecting our position as one of the world's leading schools of art.

This is an exciting opportunity to develop and build a focused team of student recruitment and international professionals, working collaboratively with colleagues across the GSA, to implement strategic approaches that further develops the position as a globally recognised higher education institution for education and research in the visual creative disciplines.

Key Responsibilities

- Reflective analysis and development of recruitment and international strategies supporting the strategic aims of the GSA in respect of student growth.
- Lead on the effective implementation of the Student Recruitment Strategy and Internationalisation Strategy and respective annual implementation plans.
- Analyse market intelligence, including statistical data, to inform recruitment planning and development and the wider recruitment strategy, including identifying new opportunities for recruitment and act as the expert on all matters related to student and international recruitment, providing data -informed insight and advice to the wider GSA.
- Contribute to, and where appropriate lead on, the identification and management of effective and sustainable recruitment partnerships.
- Have strategic oversight and operational sign-off on all student recruitment and international activity.

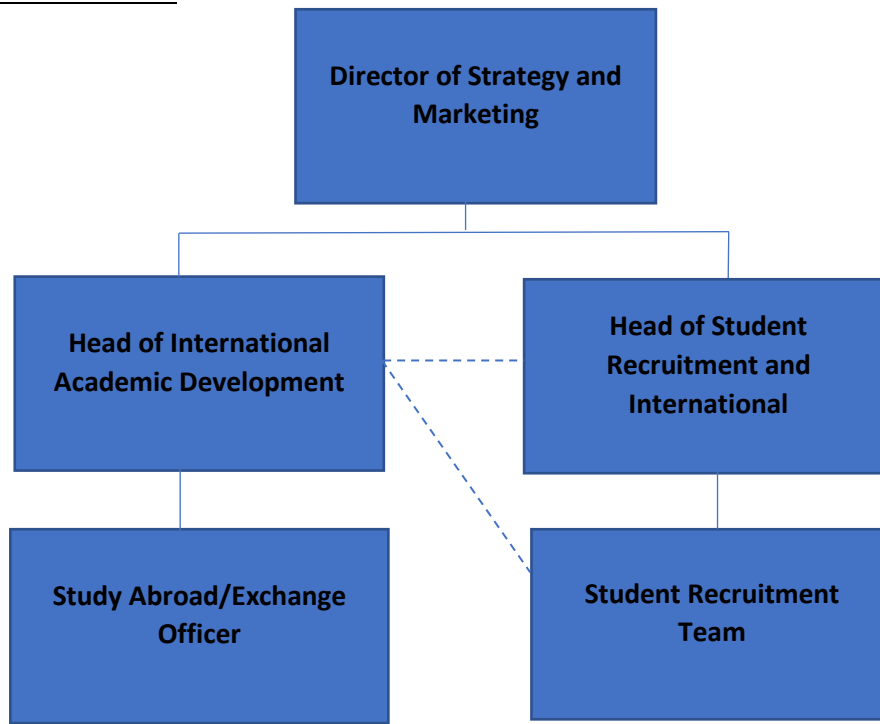
- Ensure an integrated approach to a cohesive applicant journey, including direct recruitment, through effective use of an appropriate CRM system and approaches with a well-planned, cross-GSA focus.
- Work with Marketing and Communications, Exhibitions and Cultural Engagement and Open Studio to develop and maximise unique approaches to building sustained and impactful relationships with prospective students, their stakeholders and influencers, Schools, our agents, other recruitment partners and international partners.
- Produce on an annual basis proposal for Tuition Fees in partnership with Finance Department.
- Produce regular reports monitoring and evaluating impact and effectiveness of recruitment and international activity on applications, conversion and enrolment, ensuring that all student recruitment activities are data-led and target driven. You will be responsible for evaluating, reviewing and benchmarking effectiveness of activities, countries and markets to ensure an evidenced and sustainable return on investment.
- Convene the Admissions Target Group and report on work of the ATG as member of the Planning Sub-Group.
- Be accountable for the delivery of strategic and operational targets that fall within the student recruitment and international areas of responsibility
- Strategic responsibility for the successful running of the GSA China Office, agent network and other in-country recruitment partners and relationships.
- Oversee the development, implementation and monitoring of annual student recruitment and aligned internationalisation action plans and multi-year regional and country strategies.

### **Management**

- Lead, motivate and empower staff to develop a high-performing, ambitious, collaborative and innovative team that is collegiate, target orientated, delivery focused and engaged in a culture of continuous improvement.
- Champion a culture of change embedding behaviours and practices of ethical leadership and ensure that equality, diversity, and inclusion are central to the work of the Team.
- Manage the work of the Student Recruitment and International Team through setting appropriate targets, performance indicators and staff development, ensuring all team activity supports the GSA's commitment to offering fair access opportunities to all students.
- Develop and maintain a close collaboration with Academic Registry, Academic Schools and other professional service departments to ensure an integrated approach and cohesive student journey.
- Plan, manage and report on the Recruitment budgets and have oversight on associated spend to deliver value for money on all recruitment activities ensuring cost-effective and efficient use of resources.
- Represent the GSA as required, maintaining excellent relationships with external stakeholders and existing partners, and work across the GSA to develop extensive networks that inform future partnerships.
- Maintain knowledge of higher education sector developments particularly in student recruitment and international education.
- Maintain membership of Scotland and UK student recruitment professional groups and international networks.
- Manage large personal data within best practice and in compliance with GDPR

- Introduce appropriate and robust systems and processes to ensure student recruitment has in place appropriate and effective business continuity arrangements to minimise disruption to services in the event of unplanned for circumstances and follows the highest levels of health and safety.

Line Management Structure



Key Relationships (and associated teams)

- Deputy Director – Academic
- Head of International Academic Development
- Head of Communications
- Head of Professional and Continuing Education
- Academic Registry
- Executive Planning Manager
- Director of Finance
- Exhibitions Director
- GSASA
- HR Business Partner

Person Specification

Qualifications and Skills

- Educated to degree level or equivalent professional qualification
- Proven track record of success in the strategic and operational leadership of home and international student recruitment in higher education
- Ability to understand digital and technological developments as they relate to student recruitment, and to apply these in an operational and brand context to sustain and develop our competitive position and market share.

- Experience of developing data collection and ability to assimilate and communicate complex sector data and management information to inform strategic developments and target setting.
- Excellent interpersonal and communication skills with the ability to work with a wide range of internal and external stakeholders and develop new networks.
- High levels of planning, organisation and project management skills, including the ability to manage complex multi-stakeholder projects.
- Strong team leadership skills and outstanding people skills with experience of managing specialised teams in the delivery of high-quality professional services.
- Extensive professional networks and sector knowledge of domestic and international education trends, challenges and opportunities.
- Experience of budgets and resource management.
- The post holder may be expected to work evening/weekend on occasion by agreement and undertake the necessary international travel as necessary

**Terms and Conditions**

<b>Contract</b>	Permanent
<b>Probationary Period</b>	It is recognised that there is an inevitable 'settling in' period in any post. The probationary period is therefore an opportunity for the employee to fit within the culture of the School. It should also be determined during this time whether the job is in line with expectations as expressed in pre-appointment discussions, interview and as set out in the Job Description. The probation period for this role is 6 months. This post is subject to relevant checks through Disclosure Scotland
<b>Salary</b>	Grade 9, £66,857- £68,857 per annum,
<b>Hours</b>	35 hours per week
<b>Holidays</b>	35 days plus 11 statutory holidays per annum
<b>Pension</b>	Local Government Superannuation Scheme
<b>Notice Period</b>	3 months

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<http://www.gsa.ac.uk/>