



## **Student Recruitment & Marketing Manager (Post Reference NU5025)**

Salary Scale: £35,608 – £38,784 per annum

**Vice-Chancellor**  
Professor Jackie Dunne



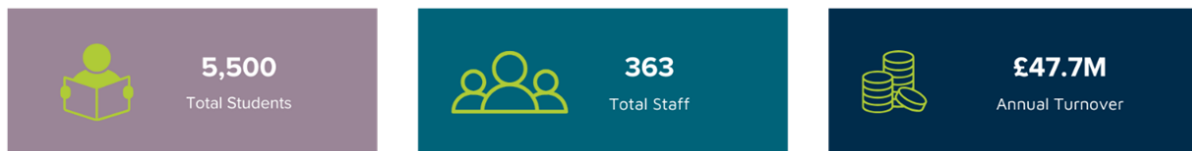
Birmingham Newman University is located on Genners Lane, Bartley Green, Birmingham, West Midlands, B32 3NT.

## Birmingham Newman University

At Birmingham Newman University, we believe in the power of education to transform lives and in the potential of every individual. Our vision is to provide an inclusive and supportive environment where people are recognised, encouraged, and empowered to make a meaningful difference in their communities, industries, and the wider world.

Students, staff, and partners are more than just a number – they are recognised, encouraged, and empowered to create meaningful change. We believe that education is transformative, enabling students to see the world in new ways and to make a positive difference within it.

Building upon our Catholic heritage since 1968, Birmingham Newman has grown into a modern, inclusive university that welcomes people from all backgrounds and world views. Our values remain central to everything we do, serving as a foundation for a vibrant, diverse, and forward-looking academic community. We are proud of this heritage and continue to champion fairness, equality, and opportunity in everything we do.



We take pride in our diverse, friendly, and inclusive environment, where every student is valued, supported, and encouraged to achieve their goals. We put student success and wellbeing at the centre of everything we do, made possible by the expertise and professionalism of our dedicated staff community. Our future is shaped by a clear vision and a set of goals that reflect both our mission and our ambition, to be **the leading university in inclusive education for the graduate workforce of tomorrow**. At the heart of this is our commitment to **a values-driven, high-quality university education**.

Our focus on partnership with students and staff underpins everything we do, and this is reflected in national recognition of the quality of our student experience. We have recently been named The Times and Sunday Times University of the Year for Social Inclusion (2026), ranked 1st in England for Student Satisfaction in the Complete University Guide (2025), and named West Midlands University of the Year by WhatUni (2025). In the National Student Survey (2025) we also placed in the top ten in England for full-time student satisfaction for the second consecutive year.

We are proud to be among the top UK universities for widening participation, coming 6<sup>th</sup> in the HEPI Social Mobility Index (2024). Ninety-nine per cent of our students come from non-selective state schools, 72% are the first in their family to attend university, and over 45% come from Black, Asian, or minority ethnic backgrounds. This diversity is a strength of our community and central to our mission.

Over the past ten years our modern single-site campus, eight miles southwest of Birmingham city centre, has benefited from a significant programme of ongoing capital

investment. We have built teaching, learning, and social spaces that are deliberately designed to support our community of staff and students to interact and learn together. Our portfolio of taught courses has also expanded in that time, reflecting our strategic goal of growing the university in ways that meet pressing social and economic needs of our region. Our specialist teaching spaces in Nursing and Allied Health, Teaching, Psychology, Sport, Law, and Computing support learning that produces highly-skilled practitioners from diverse backgrounds.

Birmingham Newman University is more than a place of study or work. It is a community rooted in care, respect, and ambition for our staff our students and the University as a whole; where staff and students work together making a difference not only in their own lives, but in their communities, professions, and the wider world.

## Job Description

**Job Title:** Student Recruitment & Marketing Manager

**Grade:** 6A

**Salary:** £35,608 - £38,784

**Hours:** 37 per week

**Department:** Student Recruitment Directorate

**Reporting to:** Head of Student Recruitment & Marketing

### Purpose of Post:

The Student Recruitment & Marketing Manager plays a vital role within the Student Recruitment Directorate, driving marketing and conversion activity for the School of Education and the School of Nursing and Allied Health.

This post has responsibility for the coordination of annual marketing plans and activities which support the recruitment of students to the university.

Covering the full mix of marketing and communications activities, this post delivers messages, campaigns and events at all stages of the customer journey, enabling prospective students to feel part of the Birmingham Newman brand from enquiry to enrolment.

Marketing responsibilities include both on- and off-line materials including publications, website content and navigation, social media and course information materials.

The post holder is required to work closely with a wide and diverse range of key stakeholders, including staff, students, partners and suppliers.

The post holder will line manage a Student Recruitment Officer and a 2-year fixed term Graduate Student Recruitment Officer.

The post holder will ensure that Birmingham Newman University's existing strong reputation is enhanced, and that proposed developments are researched and evaluated, appropriate target markets are identified, and effective communication strategies and plans are implemented and reviewed.

The post holder will be expected to develop campaigns to target a variety of audiences including traditional undergraduate students and their parents, mature learners, part-time, work-based students, postgraduate students, other education institutions, employers, sector bodies and other decision makers.

### 1. Main responsibilities:

- Develop, implement and evaluate effective marketing plans and campaigns to maximise student recruitment in accordance with the University's marketing and recruitment plan.
- To provide detailed market research to colleagues to assess the market demand for courses, reviewing competitor activity and informing curriculum and course design according to potential students' needs.
- To analyse and review data to inform future planning of proposals, providing expert advice on market trends and competitor activity.
- Design and implement processes and procedures to ensure effective relationship building with enquirers and applicants with timely professional communications throughout the recruitment cycle.

- Support the University's Leadership Team, Executive Dean and Heads of Schools to develop marketing plans to maximise recruitment to a range of courses and activities and to ensure that promotional opportunities are maximised, by working with content and communication colleagues.
- Produce content for the Birmingham Newman University website and social media channels, including presenting complex research findings to a range of audiences.
- Write tender and briefing documents for external agencies, and for competitive tendering purposes.
- To line manage and supervise two members of staff to support primarily the outreach activities of the university.
- Organise, plan and attend relevant events to promote courses and the institution.
- Work with the planning department to identify and analyse appropriate internal and external management information to inform the University's marketing strategy, including regular management reports.
- Ensure that Birmingham Newman's corporate identity is maintained internally and externally.
- Assist with the University's open days, applicant experience days, tasters and other events, as required by the Head of Student Recruitment & Marketing.
- Research customer expectations and service levels provided by Birmingham Newman University.
- Manage the content of website course listings and support academic and professional services teams with social media requirements and profiling, ensuring that the content of the Birmingham Newman website remains accurate and timely.
- Manage a marketing budget for the given areas of academic and professional service support and profile raising.
- Identify PR opportunities and work with colleagues in the wider Student Recruitment team to maximise these Press, Media and PR opportunities.
- Evaluate and analyse the effectiveness of marketing campaigns through the measurement and development of ROI using tools such as Google Analytics.
- Some out of hours work (evenings and weekends) and occasional overnight travel will be required for this role.
- Undertake any other reasonable duties as specified by the Director of Student Recruitment / Head of Student Recruitment & Marketing.
- The post holder will be dealing with highly restricted information and will work within the University's Information Security Policy guidelines.
- As a manager the post holder has a responsibility to ensure that policies and procedures are followed and that staff receive appropriate induction, training and support, that absence is managed and recorded and that their direct reports receive an annual appraisal.
- Please note that this role requires the role holder to work predominately on campus.

## **2. Health & Safety:**

- Under the Health & Safety at Work Act 1974 the post holder must take reasonable care of their own health and safety and that of any other person who may be affected by their acts or omissions. The post holder must also co-operate with the University on all matters concerning health and safety and not interfere with, or misuse, anything provided for the purpose of health, safety or welfare. The post holder must follow Health & Safety requirements in line with

their training and instruction, and report to management any unsafe acts or conditions, defects in equipment or facilities that have the potential to affect health and safety. The post holder must report to management any injuries they receive whilst at work.

- Where post holders line manage staff and services, they will be responsible for the health, safety and welfare of those staff and services in accordance with the University's Health & Safety Organisational Arrangements.

### 3. General Terms

- Variation to Job Description

This job description summarises the main duties and accountabilities of the post and is not exclusive. The post holder may be required to undertake other duties of a similar level of responsibility. It is anticipated that this job description will change over time in accordance with the needs of the role and the post holder will be consulted on any proposed amendments. Therefore, University reserves the right to vary the duties and responsibilities of its employees within the general conditions of employment and related matters. Thus, it must be appreciated that the duties and responsibilities outlined above may be altered as required to meet the changing needs of the service.

- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that 'restricted information' or 'highly restricted information' to which they have access remains confidential during and after their employment at Birmingham Newman University. All staff must undergo appropriate data protection training as defined by the University's Data Protection Policy and comply with the University's Information Security Policy and IT User Policies including the General Conditions of use of Computing and Network Facilities, Bring Your Own Device Policy and Wireless Networking Policy.
- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process, attend the mandatory training and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role.
- All absence from work must be reported in accordance with the University's Absence Management Policy and recorded on iTrent and staff are expected to be familiar with and follow the Policy.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

**4. Person Specification**

<b>Criteria</b>	<b>Essential</b>	<b>Form of Assessment (*amend as applicable)</b>	<b>Desirable</b>	<b>Form of Assessment (*amend as applicable)</b>
<b>Educational Qualifications and Training</b>	<p>Degree or equivalent qualification in a related subject, or equivalent professional experience.</p> <p>Knowledge of marketing theory and practice, including digital marketing, campaign management, and evaluation.</p> <p>Understanding of higher education student recruitment and the wider education landscape.</p>	Application	<p>Postgraduate or professional marketing qualification (e.g., CIM, IDM).</p> <p>Knowledge of CRM systems and their application in student recruitment.</p> <p>Awareness of current trends and challenges in UK higher education marketing.</p>	Application
<b>Relevant work experience and/or knowledge</b>	<p>Proven experience of developing, implementing, and evaluating marketing campaigns to achieve recruitment or sales targets.</p> <p>Experience of conducting and interpreting market research and competitor analysis to inform strategy.</p> <p>Demonstrated ability to analyse and interpret complex data and present findings in a clear and accessible way for different audiences.</p> <p>Experience of managing websites, digital content, and social media channels in a professional context.</p> <p>Experience of budget management and delivering value for money.</p> <p>Experience of staff management, including supervision, motivation, and</p>	Application/ interview/test	<p>Experience of working in higher education or a related sector with a focus on recruitment.</p> <p>Experience of writing tender or briefing documents for external agencies.</p> <p>Experience of identifying and developing PR opportunities and working with media outlets.</p> <p>Experience of evaluating ROI and campaign effectiveness using advanced analytics and reporting tools.</p>	Application/ interview/test

Criteria	Essential	Form of Assessment (*amend as applicable)	Desirable	Form of Assessment (*amend as applicable)
	<p>performance monitoring.</p> <p>Experience of planning and delivering recruitment-focused events (e.g., open days, outreach activity, promotional events).</p>			
<b>Relevant and/or Specific skills required</b>	<p>Strong communication and copywriting skills, with the ability to create compelling content for different audiences and platforms.</p> <p>Ability to work collaboratively with internal and external stakeholders at all levels.</p> <p>Excellent organisational skills, with the ability to manage multiple projects and priorities to meet deadlines.</p> <p>Strong IT skills, including the use of Microsoft Office and data analysis tools (e.g., Excel, Google Analytics).</p> <p>Ability to think strategically and provide expert marketing advice to senior colleagues.</p> <p>Ability to work flexibly, including evenings, weekends, and occasional travel.</p>	Application/ interview/test	<p>Graphic design or multimedia content creation skills (e.g., Adobe Creative Suite, Canva, video editing).</p> <p>Ability to develop and deliver presentations confidently to large or diverse audiences.</p> <p>Ability to coach or mentor colleagues to support professional development.</p>	Application/ interview/test
<b>Personal qualities and attributes</b>	<p>A proactive, results-driven, and innovative approach.</p> <p>High level of attention to detail and accuracy.</p> <p>Ability to maintain confidentiality and work in line with information security policies.</p>	Application/ interview/test		Application/ interview/test



Criteria	Essential	Form of Assessment (*amend as applicable)	Desirable	Form of Assessment (*amend as applicable)
Other	An enhanced DBS check (children and adults) is required for this role.	Application/ interview/test		Application/ interview/test

### General Terms & Conditions of Employment

This post is a full time appointment, offered on a permanent basis. It will be remunerated on the single pay spine, at Grade 6A £35,608 - £38,784 per annum. The appointment is subject to meeting all pre-employment clearances and requirements of the Person Specification.

All new employees undergo a period of probation in accordance with the University Probationary Scheme and confirmation of employment is dependent on the satisfactory completion of that probationary period.

The standard hours of work are based on 37 hours per week for Professional and Support Staff and 35 hours per week for Academic Staff. Your line manager will discuss with you the required working hours.

The University holiday year runs from January to December for Professional and Support Staff and from September to August for Academic Staff. The post carries an entitlement to 35 working days (for a full-time position, otherwise pro rata) of paid leave during the course of the holiday year (pro rata if the appointment is made during the holiday year), in addition to Statutory Bank Holidays. There may also be discretionary days and days when the University is closed on particular dates in the interests of efficiency.

### Disclosure and Barring Service

It is a condition of employment that all relevant posts are vetted by the Disclosure & Barring Service (DBS) and if it applies to this appointment, you will be required to undertake a DBS check. The University will pay the fee for this service. Any false declarations or any findings from the Disclosure could affect the suitability for employment.

### Pension and Auto Enrolment

If you meet the criteria set out below and are not already an active member of any of our pension schemes, the University is required to auto-enrol you into a suitable pension scheme.

The criteria for auto-enrolment are:

- Age - if you are 22 or over but no more than State Pension Age
- Earnings - a minimum of £10,000 per year
- Working in the UK

The pension schemes supported by Birmingham Newman University are:

- <https://www.teacherspensions.co.uk> - Teachers' Pension Scheme for academic staff
- <http://aviva.co.uk> - Aviva Scheme for professional and support staff

- <http://www.nestpensions.org.uk> - National Employment Savings Trust, NEST for staff not eligible to join either of the above schemes

You will be auto-enrolled into the [National Employment Savings Trust](#) (NEST) unless you are an academic and eligible to contribute to TPS, or other member of professional and support staff employed on a substantive contract of employment, in which case you will be auto-enrolled into Aviva, our defined contributory scheme. You will receive a notice from the University Payroll Department telling you that you have been auto enrolled and advising you of your options, including the right to opt out. Once you have been auto-enrolled, you will have an option to opt-out of the pension scheme and receive a refund of your first contribution. There is a time limit of one month in which to do this, and you will have to contact your pension scheme to make this happen; **the University is prohibited, by law, from helping you to opt-out.**

### Staff Benefits

We offer a wide range of Staff Benefits including 35 days annual leave entitlement plus bank holidays (pro rata for part time posts), pension scheme, chaplaincy and spiritual care, library services, free on-site parking, discounted travel scheme, cycle to work scheme, employee assistance programme, occupational health and counselling services and staff development opportunities. Further details of the full range of staff benefits available can be found on our website: [Birmingham Newman University - Jobs - Staff benefits](#) or please contact the Human Resources Department.

### Procedure for Application

Application forms should be completed and submitted online via the Application Form link for each advertised post. CV's and covering letters are not accepted as part of the application process unless explicitly stated. Considerable emphasis is placed in the shortlisting process on how candidates demonstrate in their application that they possess the qualifications, experience, skills and qualities which are required for the post.

**Application forms should therefore refer explicitly to how you meet the essential and desirable criteria for the post you are applying for.**

The University is an Equal Opportunity Employer, and we operate the Disability Confident Employer Standard which amongst other things guarantees an interview to disabled applicants who meet the essential criteria of the job specification.

Two referees should be identified who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post and must include your current or most recent employer or their representative. You must disclose whether you are related to any employee of the University, or to any member of the Council.

Canvassing for appointment disqualifies you from being selected for interview or being appointed to the post in question.

Should you be selected for interview please be aware that we are unable to reimburse interview expenses. If you have not heard from us within four weeks of the advertised closing date, please assume that you have not been shortlisted on this occasion.

**Closing date for applications: 3 October 2025**  
**Interviews will take place on 24 October 2025**

---

#### **Job Applicant Privacy Notice**

Birmingham Newman University collects and processes your personal data in order to take steps at your request prior to entering into a contract and so that it can meet its statutory and legal obligations. For further information about how Birmingham Newman University processes and protects personal data please refer to [Policies and procedures - Birmingham Newman University](#)