Student Recruitment Manager

Post Reference: NU8626

Salary Scale: £36,320 - £39,560

Vice-Chancellor
Professor Jackie Dunne

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

(HR – Template 16.6.26)

Birmingham Newman University

At Birmingham Newman University, we believe education has the power to transform lives and unlock the potential of every individual. Our inclusive and supportive environment enables students and staff to feel recognised, encouraged and empowered to make a meaningful difference in their communities, professions and the wider world.

Founded in 1968, Birmingham Newman has built on its Catholic heritage to become a modern, inclusive university that welcomes people from all backgrounds and world views. Between 2020 and 2025, our work was guided by six strategic objectives: transforming students' lives; working in partnership with students; serving our diverse community and the wider world; adding to knowledge and cultivating wisdom; nurturing our staff; and growing our institution.

As we implement our new Strategy, 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, equity, and opportunity for all. We are a diverse and close-knit community of around 5,000 students and 400 staff. Our scale enables us to build genuine connections, offer personalised support and create a culture in which people are seen and valued. This sense of belonging extends beyond the classroom, enabling students, colleagues and members of our wider community to work together, make a real impact and contribute to the world around them.

Our strategic goals reflect our commitment to values-driven, high-quality university education. Our vision is to be recognised by students and employers across the region as the leading university for inclusive education, preparing graduates for the workforce of tomorrow. We nurture curiosity, confidence and capability in every learner so that they graduate with more than knowledge: they leave with the skills and resilience to thrive in a changing world. We are also strengthening our role as a centre for inclusive research and knowledge exchange, where academic work responds to real-world issues and makes a tangible difference to society.

We are proud of our place and deeply committed to our region. As a University that is rooted in our community, we celebrate the positive impact that the University has on the people and places we engage with. Birmingham Newman plays an active role in supporting social mobility, widening participation, and contributing to local and regional development, while also participating in global conversations. Our student population reflects our mission of inclusion and opportunity. 70% are the first in their family to attend university, 55% come from the most deprived areas (IMD 1) with 87% coming from areas of higher deprivation (IMD 1-3), 37% were eligible for free school meals, 28% identify as disabled, and 50% are from Black, Asian, and other ethnically diverse backgrounds. These figures demonstrate our role as one of the region's most significant educational drivers of social mobility and community transformation.

Our approach gets results, and is increasingly recognised at a national level: in the **National Student Survey** we are ranked No.1 in the UK for Student Positivity, named University of the Year for Teaching Quality in **The Times and Sunday Times Good University Guide 2027**, the fastest riser in the **2027 Guardian University Guide**, Nurse Education Provider of the Year (pre-registration) at the 2026 **Student Nursing Times Awards**; earned sliver in the Lecturers and Teaching Quality category at the **WhatUni Student Choice Awards** (WUSCAs); and topped the rankings for teaching excellence, student experience and student support in the **2026 Daily Mail University Guide.** We also placed in the Top 10 UK universities for Student Satisfaction in the **Complete University Guide 2027**, rank 4th

nationally in the **Higher Education Policy Institute Social Mobility Index 2025** and shortlisted for the University of the Year at the **Social Mobility Awards**.

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, 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 to study or work. It is a community rooted in care, respect and ambition for our staff, our students and the University as a whole. Here, staff and students work together to make a difference in their own lives, their communities, their professions and the wider world.

Birmingham Newman University

Job Description

Job Title: Student Recruitment Manager

Grade: 6A

Salary: £36,320 - £39,560

Hours: 37 per week (plus significant out of hours duties at certain times of year)

Department: Student Recruitment

Reporting to: Head of Student Recruitment and Marketing

Purpose of Post:
The Student Recruitment Manager role is key role in the marketing, communications and student recruitment team. The role will support the student recruitment to our full course portfolio, with specific focus on activities focused on school and college engagement, external recruitment events and community engagement.

This post has responsibilities for the coordination, delivering and monitoring of student recruitment plans and activities which support the recruitment of students to the university.

This role focuses top of funnel, brand awareness activity with specific responsibility for external events, on-campus events, school and college engagement and community event engagement.

The post holder will line manage our Student Recruitment team including two Student Recruitment Officers and two Graduate Student Recruitment Officers.

The post holder will ensure that Birmingham Newman University's existing strong reputation is enhanced, and that proposed activities 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 activities to target a variety of audiences including traditional undergraduate students and their parents, postgraduate students, mature learners, part-time, work-based students, other education institutions, employers, sector bodies and other decision makers.

1. Main responsibilities:

- Develop, implement and evaluate effective student recruitment and outreach plans to maximise student recruitment in line with the University's Marketing and Student Recruitment Strategy.
- Lead on the development, implementation and monitoring of ROI on all external events activity, internal on-campus events, school and college engagement and community engagement and events.
- Establish recruitment and outreach plan objectives, key performance indicators (KPIs) and success measures, monitoring and evaluating activity performance and ROI. Producing regular reports and recommendations to inform future activity.
- Undertake market research and competitor analysis to support effective recruitment and outreach planning.
- Analyse internal and external data and intelligence to identify trends, provide strategic insight and support evidence-based decision making across student recruitment and outreach activities.
- Develop and manage a school and college engagement matrix ensuring that activities and engagement with schools and colleges is multi-faceted, beneficial and provides ROI against set objectives and expected outcomes
- Own major outreach activities such as outreach webpages, schools and colleges newsletters and communications and teacher and advisor engagement/CPD
- Support the University's Leadership Team, Executive Dean and Associate Deans in developing and implementing course-level recruitment and outreach plans that maximise recruitment and enhance profile and reputation.
- Work with the Strategic Planning team and other stakeholders to identify and analyse relevant management information, producing reports and insights to support the University's recruitment and outreach strategy.
- Research and evaluate prospective student expectations and the University's service provision to help improve the student experience and recruitment outcomes.
- Manage allocated recruitment, event and outreach budgets, ensuring resources are used effectively and deliver measurable return on investment.
- Produce briefs, specifications and tender documentation for external agencies and suppliers, and manage relationships with external partners to ensure successful delivery of recruitment activity and value for money.
- Ensure Birmingham Newman University's corporate identity, brand guidelines and messaging are maintained consistently across all recruitment and engagement activity.
- Assist with the delivery of Open Days, Applicant Visit Days, Summer Schools and other student recruitment events as required.
- Keep abreast of developments in higher education student recruitment and outreach, identifying and implementing innovative approaches and sector best practice where appropriate.
- Some out-of-hours work, including evenings, weekends and occasional overnight travel, will be required.
- Undertake any other reasonable duties commensurate with the grade of the post as required by the Director of Student Recruitment or Head of Student Recruitment & Marketing.

- The post holder will handle restricted and highly restricted information and must comply with the University's Security, Data Protection and Information Governance policies at all times.
- The normal place of work is Birmingham Newman University. This role is campus-based and requires the post holder to work on site.

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.

- 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.

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4. Person Specification

Criteria	Essential	Form of Assessment (*amend as applicable)	Desirable	Form of Assessment (*amend as applicable)
Educational Qualifications and Training	Good Honours degree	Application		Application
Relevant work experience and/or knowledge	Experience in a Student Recruitment role Previous experience of working in Higher Education Use of CRM systems and data to inform recruitment and outreach planning Experience of working with external suppliers Market analysis/ competitor analysis experience Experience of working with Schools and Colleges in an account management model/matrix Experience of working in a highly customer focused environment, delivering excellent customer service to internal and external customers.	Application/ interview Application Application/ interview Application Application/ interview/test Application/ Interview/test Application/ Interview	Budget management Professional interest in the Education sector Writing, and planning activity action plans across multiple platforms	Application/ Interview Interview Interview
Relevant and/or Specific skills required	Ability to see a project through from initial ideas, through implementation to evaluation Highly numerate, must be able to analyse and interpret data effectively	Application/ interview Application Application		Interview

Criteria	Essential	Form of Assessment (*amend as applicable)	Desirable	Form of Assessment (*amend as applicable)
	Good presentation skills Excellent IT skills, including the ability to effectively use social media packages for marketing purposes Outstanding written and verbal communication skills Line management of staff	 Application/ Interview/test Application		
Personal qualities and attributes	Proven ability to work under pressure and to meet deadlines and targets Ability to prioritise workload, and work independently. To support and prioritise the work of outreach when supporting schools and colleges Ability to network and work effectively as a member of a team Highly motivated, flexible and an innate ability to deliver solutions	Application/ interview/ Application interview Interview	Change oriented and proactive approach to be able to identify and exploit opportunities in a fast paced environment	Interview
Other	Able and willing to work weekends and evenings for promotional activities, and to travel within the UK Experience of working in an environment that promotes engagement, diversity and inclusion.	Application/ interview Interview		

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 £36,320 - £39,560 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: 20 November 2026
Interviews will take place in December 2026

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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