



## **JOB DESCRIPTION**

**Dublin City University**

**Head of Student Recruitment**

**Administrator III**

**Permanent Contract**

Dublin City University [www.DCU.ie] is a dynamic, ambitious and vibrant University, with a mission 'to transform lives and societies through education, research, innovation and engagement'. Known as Ireland's 'University of Enterprise and Transformation', it is committed to the development of talent, and the discovery and translation of knowledge that advances society and the economy. DCU is the Sunday Times Irish University of the Year 2021.

The University is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. It currently has more than 18,000 students enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education. DCU is committed to excellence across all its activities. This is demonstrated by its world class research initiatives, its cutting-edge approach to teaching and learning, its focus on creating a transformative student experience, and its positive social and economic impact. This exceptional commitment on the part of its staff and students has led to DCU's ranking among the top 2% of universities globally. It also consistently features in the world's Top 100 Young Universities (currently in QS Top 70 Under 50, Times Higher Top 150 Under 100).

DCU is placed 84th in the world, in the Times Higher Education University Impact Rankings – measuring higher education institutions' contributions towards the UN Sustainable Development Goals. Over the past decade, DCU has also been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

### **Overview of the Role**

DCU is seeking to appoint a Head of Student Recruitment. This results driven, dynamic and innovative individual will be responsible for developing and advancing DCU's new Student Recruitment Strategy

and ensuring performance against plans using data insights. They will be required to build, lead and motivate a reconfigured Student Recruitment team responsible for attracting high quality undergraduate, postgraduate and international students to study at DCU. The nature of student recruitment involves a high level of collaboration, coordination and cross-functional activity. In addition to the responsibility for domestic student recruitment, the post-holder will be responsible for recruitment of Undergraduate and Postgraduate students from across the EU and key international markets, working with all five Faculties to implement their internationalisation plans and targets.

The successful applicant will be responsible for the effective management of the Student Recruitment Team in order to optimise the DCU student intake on an annual basis. At relevant times of year, the recruitment team will be required to work cross-functionally to support the student admission and transition process.

Responsibilities include managing the university course prospectus both online and offline, and DCU's relationship with all internal and external recruitment stakeholders, in particular guidance counsellors. The post-holder will also be responsible for developing the appropriate strategic interventions with DCU's five Faculties in the development of appropriate plans at undergraduate and postgraduate level to inform curriculum development, and strengthen the portfolio of programmes on offer.

The DCU Student Recruitment team is responsible for the execution of the Student Recruitment Strategy, including related promotional activities targeted towards prospective Irish, EU and non-EU based students and their associated stakeholder audiences. The Student Recruitment team reports into the Executive Director of Engagement via the Head of Student Recruitment.

**Principal Duties and Responsibilities:**

- Develop and implement comprehensive and ambitious evidence-based student recruitment plans for undergraduate, postgraduate and international students which includes outreach (domestic, EU and international recruitment events, campus open days, visits to schools and colleges of further education), on-going relationship management with school and colleges of further education, publications and correspondence.
- Undertaking market research to inform curriculum development, market definition and recruitment activities, use of web and emerging technologies, alignment of digital marketing strategies, and effective use of CRM technologies,
- Provide leadership to and overall management of the reconfigured Student Recruitment team and build on team dynamics and strengths.

- Examine and utilise all data sources, where available, to inform strategy and assist in evaluating emerging market trends, as well as the University's market positioning and competition as it relates to student recruitment.
- Strengthen and manage existing relationships with all key student recruitment stakeholders, both internal and external particularly guidance counsellors.
- Review and streamline all current processes and protocols with the Student Recruitment team regarding internal and external service providers.
- Develop new stakeholder relationships and improve networks and contacts to advance the student recruitment agenda of DCU.
- Foster a deep working relationship with the Office of Institutional Research, utilising datasets to implement 'evidence based' strategic interventions that optimise the return on recruitment investment.
- Foster a deep working relationship with Admissions and Registry teams to optimise recruitment.
- Redesign and oversee the implementation of appropriate and effective DCU scholarship processes and events.
- Ensure relevant DCU representation at selected domestic, EU and international recruitment events.
- Providing leadership, by working with the Department of Communications and Marketing and Faculties, to ensure all content (text, visual, video, infographics, icons and testimonials) on both DCU's print and digital prospectus is up-to-date, accurate, informative, relevant and engaging.
- Work closely with the Faculties and Communications and Marketing Department to ensure student recruitment messaging is relevant, accurate, and understandable across all communications and advertising platforms, and is consistent with DCU brand messaging, including across social media campaigns (both organic and paid).
- Manage budgets and resources effectively and flexibly, ensuring control of all related expenditure and delivery of targets and objectives within budget.
- Any other duties assigned by the Executive Director of Engagement

This role is primarily office-based, with a small amount of travel where required to support events and activities.

**Experience and qualifications:**

- Applicants must hold a primary degree or equivalent ideally in sales, student recruitment or digital marketing

- Minimum 5+ years student recruitment and/or career guidance or sales and business development experience in a managerial role in an education/training or commercial sales and marketing setting
- Strategic digital marketing and sales skills will be a distinct advantage
- Applicants must be able to demonstrate an ability to lead and manage a high performing team
- Candidates must possess excellent relationship management, negotiation, interpersonal, communication and administrative skills and be able to clearly demonstrate their experience in these areas
- Applicants should have change-management experience, preferably with established credentials in project management, and can demonstrate delivery of complex projects on time and within budget
- Applicants should be familiar with leading and working within cross-functional teams within Higher Education or a similar complex business environment
- Experience of budget preparation, management and reporting will be required
- Possess strong attention to detail and high accuracy
- The ability to remain calm under pressure and adapt to the needs of a busy and changing environment
- Exceptional organisational, planning and problem solving skills
- It is essential that candidates possess a full, clean driving license