

Job Description

Position / Job Title:	Senior Student Recruitment & Events Manager
Ref:	839
Location/Building:	Studland House, Lansdowne Campus
Faculty/Professional Service:	Marketing & Communications
Group/Section:	UK Student Recruitment, Outreach & Events
Normal Hours per Week:	37 hours <i>(Some flexibility will be required in order to ensure that key time scales and deadlines are met)</i>
Grade:	7
Accountable to:	Deputy Head of UK Student Recruitment, Outreach & Events

Job Purpose

Working under the direction of the Deputy Head of UK Student Recruitment, Outreach & Events, the postholder will support the planning, coordination and continuous improvement of Bournemouth University's student recruitment and institutional events portfolio.

The role will contribute to the development and implementation of events activity that is insight-informed, audience-focused, and aligned to agreed student recruitment priorities and targets.

The postholder will lead the coordination of the events function, ensuring a consistent and effective approach to planning and delivery, with activity delivered through a combination of central support, guidance, and self-service models.

The role will also support effective working relationships with faculties and external engagement colleagues, ensuring that events reflect subject priorities and contribute to recruitment, engagement, and reputation.

The postholder will coordinate key institutional events where there is no commercial delivery model, working alongside the University's commercial events function to ensure a complementary and joined-up approach.

Main Responsibilities

1. Planning and recruitment alignment

- Support the Deputy Head in planning and delivering student recruitment event activities aligned to agreed priorities and targets
- Contribute to the development and implementation of an annual events plan, ensuring activity reflects key audiences, subject priorities, and stages of the recruitment cycle
- Work with colleagues across Student Recruitment, Admissions, and Campaigns to ensure events support the wider recruitment journey and conversion

2. Insight, monitoring and reporting

- Support consistent approaches to monitoring and evaluating events activity
- Track performance against agreed objectives, including attendance, engagement, and feedback
- Analyse data to identify trends and areas for improvement

- Prepare and contribute to reporting processes, providing insights to the Deputy Head and relevant stakeholders

3. Faculty relationships and stakeholder engagement

- Develop and maintain effective working relationships with faculties to support student recruitment events
- Work with academic and professional services colleagues to plan activity that reflects subject strengths and priorities
- Provide guidance and support to ensure alignment with agreed approaches and standards
- Act as a key point of contact for event-related planning and coordination
- Support faculties to plan and deliver activity within agreed frameworks and standards

4. Event portfolio coordination and delivery

- Coordinate the planning and delivery of key student recruitment events (e.g. Open Days, Offer Holder events), ensuring they meet agreed objectives and standards
- Oversee delivery across a range of recruitment and institutional events, ensuring consistency and quality
- Support a balanced approach to delivery, including centrally delivered, supported, and self-service activity

5. Event frameworks, toolkits and self-service

- Support the development of event guidance, templates, and processes to promote a consistent approach across the University
- Contribute to toolkits and resources that enable colleagues to deliver events effectively
- Encourage appropriate use of self-service approaches, with additional support provided for more complex or high-profile activity

6. External engagement and institutional coordination

- Work with outreach and external engagement colleagues to ensure events align with wider engagement activity
- Coordinate institutional events where there is no commercial delivery model, ensuring student recruitment priorities are appropriately prioritised
- Work with the commercial events function to support effective coordination and use of university spaces

7. Team leadership and coordination

- Provide day-to-day management and coordination of the student recruitment and events team
- Allocate work, monitor progress, and ensure delivery against priorities and deadlines
- Support team development and promote a consistent, high-quality approach

8. Financial and resource management

- Manage allocated budgets and monitor spend in line with agreed activity
- Support efficient use of resources while maintaining quality of delivery
- Liaise with suppliers and internal service providers to support event delivery

9. Governance, risk and compliance

- Ensure events are delivered in line with University policies and procedures, including safeguarding and risk management
- Support completion of risk assessments and contingency planning for events

10. Graduation and key institutional events

- Support the coordination and delivery of Graduation Award Ceremonies and other key institutional events as required

11. Additional responsibilities

- Work flexibly, including evenings and weekends, to support events
- Undertake other duties as required by the Deputy Head, appropriate to the grade of the post

Organisation Chart

The Senior UK Student Recruitment & Events Manager reports to the Deputy Head of UK Student Recruitment, Outreach & Events. This team sits within the wider function of Marketing & Communications, an overarching Professional Service within the university.

Contacts

Internal: Academic and administrative staff across all faculties and professional services, Office of the Vice Chancellor, students, members of the Board, and internal service providers.

External: Prospective students, influencers (parents, carers), prospective clients, alumni, VIPs, Honorary Graduates, academic staff from other HE Institutions, suppliers/service providers, government agencies, local authorities and the general public.

Information Governance Responsibilities

Data User

Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and regulated activities

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is bared from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of and comply with the University's Sustainability Policy, Carbon Management Plan and associated documents, and to ensure that whilst at work that they demonstrate the adoption of sustainable habits or practices and carry out their day-to-day activities in an environmentally responsible manner.

September 2026

Person Specification

Position / Job Title: Senior Student Recruitment & Events Manager	Position No: TBC
Faculty / Service: Marketing & Communications	Date: September 2026
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Specialist qualification in events management, marketing, PR or business/management related discipline (or demonstrable equivalent knowledge)	E
Demonstrable track record of using events as part of an integrated marketing and communications strategy	E
Significant experience of effectively strategically planning, organising and on the day management of large, complex and diverse events, including all logistical and budgetary aspects.	E
Relevant experience in a customer-facing role and in-depth understanding of (and ability to apply) customer service principles	E
Experience of managing and controlling spend - keeping budget records, monitoring income and spend.	E
Staff management experience	E
Experience of developing written communications plans and documenting procedures	E
Experience of analysing and collating results and outcomes into reports and presenting findings	E
Knowledge and experience of the use of technology in event management and evaluation	E
Knowledge and understanding of the Higher Education sector	E
Skills	
Able to communicate effectively with all levels of staff internally and externally	E
Strong written communication skills	E
Strong people management skills	E
Strong administrative and organisational skills	E
Outstanding planning and time management skills, including ability to deal with conflicting priorities	E
Excellent presentation skills	E
Proven ability to drive projects forward.	E
Ability to problem solve in difficult customer-facing situations and under time pressure	E
Excellent interpersonal, networking and negotiation skills working with staff at all levels of the university	E
Strong numeracy skills	E
Attributes	
Accurate with close attention to detail	E
Personable and confident	E
Ability to remain calm and courteous at all times	E
Creative approach	D
Persistence with the ability to complete tasks	E
Motivated self-starter with initiative	E
Due to the requirements of the role, ability to work regular hours in evenings and weekend	E