

## Job Description

<b>Post/Job Title:</b>	<b>Director of Marketing, Recruitment &amp; Communications</b>
<b>Ref:</b>	<b>594</b>
<b>Location/Building:</b>	<b>Bournemouth University, Lansdowne Campus (but with travel across all sites where BU provides or may provide services)</b>
<b>Faculty/Professional Service:</b>	<b>Marketing, Recruitment &amp; Communications</b>
<b>Normal hours per week:</b>	<b>Full Time</b>
<b>Accountable to:</b>	<b>Chief Operating Officer</b>
<b>Responsible for:</b>	<b>3x Heads of Service</b>

### **Job Purpose**

The Director of Marketing, Recruitment and Communications provides strategic leadership for Bournemouth University's marketing, student recruitment and communications functions, ensuring a coherent, integrated and insight-led approach that supports the University's Strategic Plan.

The postholder will play a critical role in strengthening BU's reputation, driving sustainable student recruitment across home and international markets, and delivering clear, engaging and trusted communications for internal and external audiences. Operating as a senior leader within the University, the Director will lead through Heads of Service to ensure alignment between brand, market positioning, recruitment activity and institutional priorities.

### **Main Responsibilities**

#### **Strategic Leadership**

- Lead the development and delivery of an integrated Marketing, Recruitment and Communications strategy that supports Bournemouth University's Strategic Plan, Education Strategy and Research ambitions.
- Act as a trusted strategic adviser to the Vice-Chancellor's Executive and senior leaders on brand, reputation, market positioning, student demand and communications risk.
- Ensure all activity is insight-driven, evidence-based and focused on measurable impact, return on investment and long-term sustainability.

#### **Directorate Leadership and Management**

- Provide inclusive, visible and effective leadership across the directorate through Heads of Service, fostering a high-performing, collaborative and professional culture.
- Set clear strategic objectives, performance measures and accountability frameworks across marketing, recruitment and communications.
- Lead workforce planning, talent development and succession planning to ensure BU has the skills and capability required to operate in a competitive higher education market.

#### **Marketing**

- Oversee the development, stewardship and consistent application of Bournemouth University's new brand across all platforms, channels and markets.
- Ensure marketing activity supports student recruitment, reputation enhancement, research visibility, partnership development and commercial activity.
- Champion digital innovation, audience insight, data analytics and continuous improvement in marketing effectiveness.

## **Student Recruitment**

- Provide strategic oversight of student recruitment across undergraduate, postgraduate taught and postgraduate research provision.
- Ensure recruitment strategies are aligned with BU's academic portfolio, market intelligence, widening participation commitments and student number targets.
- Work in close partnership with Faculties, Academic Services and other professional services to optimise the end-to-end applicant experience from enquiry to enrolment.

## **Communications (Internal and External)**

- Lead a strategic, proactive and coordinated approach to internal and external communications that supports BU's mission, values and change agenda.
- Ensure clear, timely and engaging internal communications that enhance staff engagement, organisational understanding and institutional culture.
- Provide senior oversight of media relations, public affairs, reputation management and issues/crisis communications.

## **Alumni**

- Provide strategic leadership for alumni engagement, ensuring a coordinated, insight-led approach that strengthens lifelong relationships with graduates, enhances BU's reputation, and supports employability, philanthropy, student recruitment and civic engagement objectives.
- Oversee the development of a sustainable alumni strategy, working in partnership with Academic Faculties, Advancement, Communications and external partners to grow alumni participation, advocacy and impact in the UK and internationally.

## **Stakeholder Engagement and Civic Role**

- Build strong, trusted relationships with senior academic leaders, professional services colleagues and student representatives.
- Act as a senior ambassador for Bournemouth University with alumni, external stakeholders, partners, sector bodies and civic organisations.
- Ensure all communications and engagement activity reflects BU's commitment to equality, diversity, inclusion, sustainability and accessibility.

## **Governance, Risk and Performance**

- Ensure robust governance, planning, compliance and risk management across the directorate.
- Establish and monitor KPIs, reporting regularly to Executive on performance, impact, student recruitment outcomes and brand health.
- Manage significant budgets and resources, ensuring value for money and effective prioritisation of investment.

## **ULT leadership**

- As a member of the University Leadership Team, contribute fully to development, debate and discussion on issues of operational and strategic importance to BU.
- Influence and contribute to the University's strategic planning and competitive positioning.
- Build active networks with peers across and outside the HE sector and represent the University in relevant professional bodies.
- Work with the Dean (Global Engagement) and their team to support and manage key stakeholders regionally, nationally and internationally, in order to deliver the external engagement plan, raise the profile of the institution and ensure a co-ordinated and targeted use of resources.
- Work collaboratively with key stakeholders and within networks to influence public affairs and respond to and shape local and national policies, engage in consultation and promote the institution's profile.
- Member of the University's Major Incident Group.

## **Additional Information**

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.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning

community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

**January 2026**



## Person Specification

Post / Job Title:	Director of Marketing, Recruitment & Communications
Post No:	TBC
Faculty / Service:	Marketing, Recruitment & Communications
	Date: January 2026
SELECTION CRITERIA	Essential / Desirable
Significant senior leadership experience in marketing, recruitment and/or communications within a large, complex organisation.	E
Senior leadership experience within UK higher education or a similarly complex, regulated public-sector environment.	E
Professional qualification in marketing, communications or leadership (e.g. CIM, CIPR, MBA or equivalent).	E
Proven track record of developing and delivering integrated, organisation-wide strategies aligned to institutional objectives.	E
Demonstrable experience of leading senior managers and multi-disciplinary teams through change.	E
In-depth understanding of marketing strategy, brand management, student recruitment and strategic communications; demonstrated by increasing an institutional media footprint.	E
Demonstrable experience of working with or within an acquisition function to drive increased student recruitment.	E
Experience of leading corporate communications across a complex organisation.	E
Strong experience of data-led decision-making, market insight, performance management and evaluation of impact.	E
Demonstrable experience of managing reputational risk, media engagement and complex communications issues.	E
Track record of building and maintaining strong and effective stakeholder relationships, internally and externally across varied stakeholders and partner organisations.	E
Demonstrable experience of managing substantial budgets and resources in a constrained and competitive environment; exhibiting a return-on-investment approach.	E
Ability to operate credibly at Executive and Board level.	E
Strong governance, planning and risk management capability.	E
Experience of international student recruitment and global marketing activity.	E
Proven track record of successfully delivering large scale projects that support strategic objectives.	E
Understanding of the key opportunities, challenges and risks within a HE environment and the alignment of BU's vision and values to ensure delivery.	E