



Job Description

Post/Job Title:	Associate Director of Student Recruitment
Ref:	720
Location:	Studland House, Lansdowne Campus
Professional Service:	Marketing, Recruitment & Communications (MRC)
Group/Section:	Student Recruitment and Campaigns
Normal Hours Per Week:	37
Grade:	11
Accountable to:	Director of Marketing, Recruitment & Communications
Responsible for:	All staff in Student Recruitment and Campaigns team

Job Purpose

The Associate Director of Student Recruitment leads and manages BU's student recruitment and campaigns function, developing and delivering innovative, insight-led and cost-effective strategies and campaigns that maximise BU's potential to achieve its undergraduate and postgraduate recruitment targets. Operating within a highly volatile, competitive and fast-changing higher education market, the role plays a pivotal leadership role in driving sustainable growth.

Working in close partnership with the Director of Marketing, Recruitment and Communications, the postholder provides strategic leadership across UK student recruitment, applicant engagement and conversion. The role has responsibility for the Student Recruitment and Campaigns team, encompassing UK student recruitment, future student enquiries, events, UK and international marketing campaigns, applicant communications, and schools liaison and outreach. The postholder ensures these functions are aligned, cohesive and focused on delivering an excellent, student-centred experience.

The Associate Director also provides leadership and strategic direction for the University's schools liaison and outreach activity, working collaboratively with Faculties, Professional Services and external partners to support the delivery of the University's Access and Participation Plan and strengthen inclusive progression pathways into BU.

The postholder will lead the development and execution of integrated recruitment and conversion campaigns across multiple channels, maintaining a compelling and distinctive proposition for prospective students, advisers and influencers. Through strong internal collaboration, the role ensures a joined-up applicant journey from first enquiry through to enrolment.

The role will champion the intelligent use of insight, technology and automation, including the ethical and effective application of AI, to enhance recruitment campaigns, selection processes, targeting, personalisation and operational efficiency.

Main Responsibilities

Student Recruitment

- Lead the development and implementation of comprehensive and cost-effective UK student recruitment strategy, incorporating BU2035 strategic vision and an understanding of UK trends.
- Lead on all dimensions of UK student recruitment, developing a delivery plan to increase and improve the quality of student intake.
- Oversee the planning and delivery of high-quality on-campus, digital and off-campus recruitment events, ensuring strong student experience and measurable impact.
- Develop and maintain a close collaboration with the Head of Admissions (and Head of International Student Recruitment) on all matters relating to recruitment and admissions to ensure an integrated approach and cohesive student journey.
- Work closely with faculties and professional service departments to meet student recruitment and applicant targets, translating market insight into agile recruitment responses within an increasingly uncertain and volatile external environment.
- Act as a senior advisor to the Director of Marketing, Recruitment and Communications and University leadership on UK recruitment trends, risks, opportunities and competitor activity.

Campaigns, Communications and Conversion

- Lead and embed a highly targeted approach to student recruitment campaigns and communications using data and wider contextual factors and drawing on knowledge and research to understand target segment preferences and behaviours.
- Lead the planning, delivery and optimisation of integrated student recruitment and conversion campaigns across digital, CRM, events and outreach channels, including overall leadership of the conversion partnership to maximise application volume, quality and conversion rates.
- Ensure campaigns are insight-led, highly targeted and responsive to student behaviour, preferences and decision-making drivers.
- Embed robust evaluation frameworks, using KPIs, ROI, CPA and conversion analytics to assess campaign effectiveness and inform continuous improvement.
- Oversee applicant and offer-holder communications to ensure a coherent, personalised and engaging journey from enquiry to enrolment.

Schools Liaison, Outreach and Events

- Lead the development and management of a network of strategic partnerships with schools, colleges and external partners to widen participation, strengthen inclusive progression pathways, and support delivery of BU's Access and Participation Plan, thereby building a sustainable and diverse UK recruitment pipeline.
- Provide leadership and strategic direction in the design, implementation and impact analysis of the University's Access & Participation Plan, to assist BU in achieving its outreach, retention and widening participation goals.
- Develop and oversee the procedures for the appropriate capture of participant data, evaluate and report as required, ensuring appropriate evidence of the impact of outreach activities is reported to the Office for Students.
- Foster and develop sustainable relationships and partnerships with organisations and networks within and beyond the Southwest region, to extend the reach of BU's schools liaison programme.

AI, Data and Digital Innovation

- Champion the responsible use of AI and advanced analytics in student recruitment, including predictive modelling, segmentation, content optimisation, automation and campaign personalisation.
- Explore and implement AI-enabled approaches to enhance selection processes, applicant engagement and operational efficiency, in line with regulatory and ethical standards.
- Work closely with CRM, digital and insight colleagues to maximise the value of data in informing recruitment decisions.
- Build capability and confidence within the team to adopt emerging technologies and new ways of working.

Leadership, Culture and Collaboration

- Lead, motivate and develop a high-performing Student Recruitment and Campaigns team, embedding a culture of performance, measurement, innovation and service excellence (for both internal and external stakeholders).
- Ensure there is appropriate integration of outreach work undertaken within schools and colleges and broader student recruitment activities.

- Effectively manage the budget for the Student Recruitment and Campaigns Team to achieve good return on investment and use Cost Per Acquisition (CPA) and other metrics in budget setting.
- Work collaboratively with Faculties, Admissions, Marketing, Communications, International Recruitment and other Professional Services to ensure a connected, applicant-focused approach.

Strategic delivery

- Contribute as a senior member of the Marketing, Recruitment and Communications leadership team, supporting wider departmental and institutional objectives.
- Contribute to the development and implementation of the overarching Marketing, Recruitment and Communications strategic plan and development of appropriate supporting plans, including the University's Access and Participation Plan, within the context of agreed budget and operational efficiencies.
- Contribute to strategy and policy at BU on a broad range of matters relating to student recruitment and campaigns and communications objectives. For example, student recruitment, admissions, retention, student engagement, institutional collaboration.
- Provide high level evidence-based advice/guidance to UET/senior management on recruitment strategies, external actors, competitor activity and positioning, fees and scholarship policy and impacts which may affect student recruitment.

Other duties

- Represent the University in relevant national and regional fora where appropriate.
- Any other duties as required by the Director of Marketing, Recruitment & Communications.

Contacts

Internal: All staff across Faculties and Professional Services (including the VC, other members of UET, and members of the University Board)

External: Prospective and current students, alumni, BU student union, national organisations and agencies, prospective and actual institutional partners, schools and colleges, the Office for Students, local government, the general public.

Challenges

- Growing market share in increasingly competitive external environment
- Growing share of high calibre students
- Developing innovative approaches to stand out in a crowded market

Information Governance Responsibilities

Data User

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

Data Owner

i. Ensure relevant Information Governance policies are enforced, and any issues are resolved or escalated to the University Leadership Team (ULT).

ii. Identify and manage data protection risks for their respective data.

iii. Determine and approve the usage / access / retention / destruction requirements.

[Include for all direct reports to Deans of Faculties or Directors/Heads of Professional Services Only]

Data Steward

i. Inspect, manage and monitor Information Governance compliance within their area.

ii. Identify and manage data protection risks for the data used within their team/function.

iii. Supervise what data is stored where, in what format and its quality throughout its lifecycle through to its appropriate deletion/destruction.

iv. Ensure access is provided where there is a clear justification and removed when it is not required.

v. Ensure appropriate safeguards are in place to protect data (e.g. physical and technical controls, and local processes and procedures are development, implemented, followed and regularly reviewed).

Safeguarding and Regulated Activity

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 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.

May 2026



Person Specification

Post / Job Title: Associate Director of Student Recruitment	Post No: TBC
School / Service: Marketing, Recruitment & Communications	Date: May 2026
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Educated to degree level or equivalent, or demonstrable professional experience	E
Significant senior-level experience in student recruitment, Sales, marketing or a closely related function within a large, complex organisation.	E
Demonstrable track record of delivering measurable growth through strategic recruitment campaigns and data-driven decision making.	E
Track record of developing strategies, drawing up or shaping business plans, monitoring performance and delivering results within budget	E
Strong leadership and people-management experience, with evidence of building and developing high-performing teams.	E
Evidence of a strong customer service focus, with experience of developing and optimising CRM-enabled systems and insight-led approaches to build strong relationships with prospective students, drive targeted engagement, and improve application, conversion and performance outcomes.	E
In-depth knowledge of the UK higher education recruitment landscape and factors influencing student choice, including outreach and widening participation, and the external environment affecting HE	E
Excellent stakeholder management skills, with the ability to influence at senior level and act as an external ambassador for BU.	E
Demonstrated experience of using AI, automation or advanced analytics in marketing or recruitment or a clear willingness and capability to rapidly adopt and embed AI-enabled approaches.	D
Strong understanding of the opportunities, limitations and ethical considerations of AI in student recruitment and selection.	D
Skills	
Ability to think strategically and develop creative solutions	E
Ability to advise and influence colleagues at all levels of the organisation, providing compelling arguments for a course of action at a strategic level	E
Ability to provide inspirational leadership for a diverse workforce and to manage and motivate team and individual performance in line with organisational objectives	E
Ability to prioritise a demanding workload in pressured environment, including the ability to delegate as needed	E
Excellent interpersonal skills, including oral and written communication, presentation and networking	E
Excellent planning, organisation and project management skills, including the ability to manage complex multi-stakeholder projects	E
Strategic, analytical and insight-led, with the agility to respond to rapid change.	E
Attributes	
Personal and professional credibility at senior management level	E
Calm approach to problem-solving, ability to think laterally and exercise sound judgment	E
Professional and results-orientated approach to earn respect and confidence of colleagues at all levels	E
High levels of personal commitment	E
Flexibility to undertake out of hours work	E
Strong commitment to equality, diversity, inclusion and excellent student experience.	E
Innovative and curious, with a strong appetite for experimentation and continuous improvement.	E
Collaborative, resilient and confident operating in complex stakeholder environments.	E