

HORWICH UNIVERSITY SHIFFE ARTS



For further information on Norwich University of the Arts and our Community please visit www.norwichuni.ac.uk

We are one of the great British art schools: a specialist creative arts university that draws on 175 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.

We celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Arts Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are renowned for our teaching quality. We have been awarded Gold in the Teaching Excellence Framework (TEF) with the highest possible rating. We are the only creative arts and design university with a triple gold TEF rating.

We have been awarded 'Arts University of the Year 2025' by the Daily Mail. We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We were the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners, but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

Professor Simon Ofield-Kerr, Vice-Chancellor



Committed to equality and valuing diversity

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change.

As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.



Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

Deputy Director, Future Students Office

35 hours per week for 52 weeks per year, full-time

Salary:

£60,000 - £70,000 per annum

Closing date for applications: 18th November 2024 11.59pm

Interviews will be held on: 3rd December 2024

We are seeking an exceptional and forward-thinking Deputy Director to lead our newly established Future Students Office. In this pivotal role, you will be responsible for developing and implementing innovative, responsive, and integrated recruitment and admissions strategies that align with and support the University's strategic objectives, growth plans, and targets.

This is an exciting opportunity to shape the future of student recruitment and admissions at Norwich University of the Arts, playing a key role in the University's continued growth and success. Your role will be fundamental in the development, growth and future direction of the Future Students Office. Taking a consultative and collaborative approach to working with key stakeholders across the University, you will oversee all student recruitment activities to ensure that strategies are aligned and effectively executed.

As Deputy Director, you will bring strategic vision and leadership to enhance the University's reputation, while driving the UK and international student recruitment and conversion efforts. Additionally, you will oversee both home and international admissions, ensuring a seamless and effective process.

It is an exciting time to join the University as we continue to work towards our ambitious growth targets. If you're a strategic leader with a passion for innovation in higher education, we'd love to hear from you.



Job Description

Deputy Director, Future Students Office

Reporting to: Director of Marketing and Student Recruitment





Job Purpose

- Work closely with the Director of Marketing and Student Recruitment, members of the University's Senior Management Team, other senior colleagues across the University and Marketing and Student Recruitment leads to develop forward looking, innovative, responsive and integrated recruitment and admissions functions which deliver the University's strategic objectives, plans and targets.
- To lead, develop and manage the Future Students Office which will include the University's UK and International Student recruitment and conversion activities, as well home and international admissions.
- To ensure that all recruitment strategies and activities are aligned to
 effectively support the achievement of student recruitment growth targets at
 all levels and for all modes of study across UK, EU and International
 markets.



Main Responsibilities

- Work with the Director of Marketing and Student Recruitment and team leads to develop and implement an integrated admissions, marketing, communication and brand strategy
- Monitor achievement against plans, identify and assess risks which impact
 on the delivery of key objectives and take steps with team leads to mitigate
 and manage such risks
- Provide professional leadership to the University's recruitment and admissions staff and wider marketing team to ensure the delivery of highquality services to the University as a whole
- Working closely with peers and colleagues, ensure that the Future Students •
 Office operates as a cohesive, integrated team which has a positive impact on university operations and student experience
- Plan high profile recruitment and admissions activities and priorities, including Clearing and Confirmation on an annual basis and beyond
- Develop and maintain a thorough understanding of the policy environment for higher education and ensure that the University is well placed to respond to changes and developments which impact on recruitment and admissions
- Develop the Norwich University of the Arts brand and external profile in key markets to support recruitment and admissions staff ensuring that the University is well represented and networked with external stakeholders such as UCAS

- Ensure that the Future Students Office liaise effectively with Programme and Course Leaders to deliver professional, cost effective and evidence-based outreach, recruitment and admissions campaigns to achieve student number targets
- Lead the development of partnership links with progression and compact arrangements with Schools and Colleges
- Oversee the selection and management of external suppliers and contracts for services, ensuring the University's procurement guidelines are adhered to
 - Work with other University teams including Marketing, International Office, Academic Services, Student Services and Academic areas to ensure an integrated and joined-up approach to the delivery of key events and projects
- Deputise for the Director of Marketing and Student Recruitment in all areas as required.



Deputy Director, Future Students Office

Person Specification

Essential

- Professionally qualified with a relevant degree/postgraduate qualification or evidence of competency at an equivalent level
- Experience of successfully and strategically leading and managing a recruitment and admissions function in a fast-paced HEI environment
- Experience of managing widening participation, outreach and partnership activities
- Experience of leading, managing and successfully delivering large projects or operations such as clearing activity
- Experience of leading and managing significant change processes
- Demonstrated ability to use information systems to support strategic planning and deliver data-led practice
- Experience of financial planning and management of budgets
- Excellent communication skills with the ability to build positive relationships and persuade, influence and negotiate with others

- Ability to think and plan strategically and solve problems creatively
- Ability to work with ambiguity and demonstrate professional judgement
- Ability to adopt a pragmatic and risk-based approach to practice
- Good understanding of how technology can improve marketing and students' recruitment practice with confidence
- Everyday working knowledge of Office 365, including Outlook, Teams, PowerPoint, Excel and Word.

Desirable

 A higher degree and a relevant management qualification.

Further Information

Equality, Diversity and Inclusion

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

Health and Safety

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

Policies and Procedures

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

Staff Development

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

Confidentiality

We must maintain appropriate confidentiality in relation to our work and that of the University.

Variation to Job Description

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.



General Information

Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

Duties

Your duties and responsibilities are outlined in the job description

Starting Date

This post is offered on an indefinite basis from December 2024.

Hours of Work

The standard hours of work are not less than 35 hours per week.

Salary

The appointment will be made on a spot salary of between £60,000 - £70,000 per annum.

Annual Leave

The annual holiday entitlement is 35 days, plus 8 bank holidays. In addition, the University may grant up to 4 concessionary days leave per year when the University is closed.

Pension

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a "Career Average" salary basis to which the University currently contributes an additional 24.4%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at https://www.norfolkpensionfund.org

Interview Expenses

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas.

Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route

Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.



Application and Recruitment Process

Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

Submission of Application Form

Please submit your completed application form to jobs@norwichuni.ac.uk quoting reference A1097 in the subject line.

Please note that we can only accept application forms in either PDF or DOC format.

The closing date for this vacancy is: 18th November 2024 11.59pm

We regret we are unable to accept late applications.

Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be: 3rd December 2024

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.

