

Director of Marketing and Recruitment (DMR)

Location: Germany, preferably Leipzig

Salary: Competitive (depending on qualifications and experience)

Job type: Full-time

Reports to: Campus Director – Lancaster University Leipzig

The Lancaster University Leipzig campus offers a range of Lancaster University (LU) degree programmes, with the university committed to providing the same academic quality and fully rounded student experience as in the UK. In January 2020, the campus opened with a Lancaster University accredited foundation programme delivered by Navitas Germany GmbH – part of Navitas Group - an Australian owned public listed company. Navitas is an industry leader in providing managed campus services, as well as pre-university and university pathway programmes for domestic and international students in Asia, North America, Africa, Australia, Continental Europe and the United Kingdom. Navitas Colleges are modern and dynamic educational institutions committed to providing quality educational programmes and excellent student support in an environment that encourages students to achieve the best possible results in their studies. In Autumn 2020, four Lancaster University accredited Bachelor of Science programmes were included into the portfolio of programmes, and the growth plan holds the introduction of post-graduate programmes.

1. Overview and Objectives of the Position:

The Director of Marketing and Recruitment leads the strategic direction, management and growth of marketing and student recruitment and admissions activities. This includes the development of business relationships and opportunities domestically & internationally and implementing admission & recruitment strategies to achieve agreed targets.

2. Key Relationships:

Lancaster University Leipzig Campus Director (CD) (Navitas employed)	Reports into the CD and deputizes when needed. DMR is a senior member of the Campus team and contributes not only to marketing strategy, but also to general campus management issues.
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Navitas University Partners Europe General Manager - Marketing and Recruitment (GM)	Strategic and budget planning is coordinated across Navitas campus and colleges through the GM.
Lancaster University Leipzig Staff (Navitas and Lancaster University employed)	Contributes to the team building and local partnership management between teams employed by two institutions building a 'one-campus-mentality'.
Lancaster University Marketing Team	The DMR owns the relationship with Lancaster University marketing department and works closely with the team to coordinate marketing efforts and align strategic goals.
Navitas Regional Sales Director	Ensures the RSD has developed suitable source country marketing strategy and budget to support the campus strategic goals. Uses the RSD as the main point of contact in the relevant source country region.
Lancaster University Leipzig Campus Marketing Team	Appoints and Oversees the performance of the campus marketing, sales and admissions functions and provides day to day guidance.
Navitas Marketing Team	Guides and supports the UPE Marketing Team with Germany-specific campaigns and representation.
Navitas Offshore Source Country Team	Works closely with the Offshore Source Country Team to develop and participate in the "whole of division" international channel management plan.
Onshore/Offshore Agents	Develops and maintains relationships directly with onshore/offshore agents in line with the international channel management plan.
Communication and Press offices (Navitas and Lancaster University)	Contributes to the campus PR and outreach strategy and supports with Germany-specific communication and PR.

3. Principal Accountabilities:

Marketing:

- Develop sales and marketing campaigns to develop the brand 'Lancaster University Leipzig' in order to strategically distinguish it from competitors and deliver growth.
- Strategically liaise with, develop and maintain effective relationships with university partners, the Navitas Group, agents and other external clients.
- Develop and define key market segments to target in order to drive new business

development initiatives.

- Collaborate with the Campus Director to ensure effective overall management of Lancaster University Leipzig; deputize when necessary.
- Closely monitor, evaluate and report on campaign effectiveness and work closely with Navitas Marketing & Admissions team to ensure campaign deliverables are accurately executed.
- Lead and be responsible for the profitable marketing and student recruitment based on market strategies and opportunities, market research, product development and the overall marketing plan.
- Appraise existing sales performance and coordinate marketing and sales efforts to achieve maximum liaison and full use of resources at all levels.
- Drive and develop strategy for all aspects of digital marketing.
- In conjunction with the Marketing & Admissions team, develop strategy for promotional material, public relations and marketing communications within overall Navitas Group and partner university marketing guidelines.
- Prepare quarterly reports on expenditure and student recruitment numbers. Built and monitor the annual marketing, recruitment and admissions budget.
- Prepare and manage financial aspects of Marketing and associated agent monitoring and reports.
- Ensure compliance with the regulatory framework in which marketing, sales and admissions operates.
- Participate in marketing/sales activities onshore and offshore. Represent the campus during events (onshore and offshore).
- Ensure student recruitment and marketing employees take an active and involved approach to recruitment and marketing activities.
- Collaborate with Navitas group marketing and other Navitas Marketing and Admissions Directors.

Admissions:

- Ensure the achievement of Campus/Campus admission and enrolment standards and targets by leading the Admissions & Recruitment function.
- Lead the Admissions & Recruitment function to continuously improve its delivery of efficient service in relation to assessment, offer letter turnaround, and other follow-up work through and with the Marketing and Admissions teams.

- Oversee the analysis recruitment related data to measure achievements against the Campus strategic initiatives and to inform strategic decision-making.
 - Ensure the team is effectively monitoring advice from regulatory entities regarding changes and amendments to student visa requirements and keep relevant employees informed of these changes.
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4. Skills and Experience

Essential:

- Degree level qualification.
- Successful track record of sales and a network of contacts in the international education market with a focus on English-speaking education in Germany.
- Demonstrated experience in the development and management of strategic / operational planning and budgets to achieve successful, cost-effective outcomes.
- Demonstrated ability to identify opportunities to create, value, develop and deliver executive recommendations and strategies including high quality presentations and documents.
- Proven ability to apply commercial rigor and business acumen to decision-making.
- Fluency in German and English, preferably knowledge of one further language.
- Knowledge of VISA and residence permit processes in Germany.
- Knowledge and experience of marketing, including promotion, advertising, digital marketing, branding, building media presence and public relations would be well regarded.
- Strong track record in executing conversion and retention strategies through a CRM and lead management automation tool.
- Demonstrated capacity to work effectively within a matrix structure, with focus on collaborating with and influencing various stakeholders.
- Demonstrated sales skills and appropriate knowledge of the business environment and applications for the company's products and services.
- Ability to work in a team both as leader and member to inspire team members to explore and engage in all avenues of marketing and student

recruitment.

- Analytical mind with good problem-solving and decision-making skills.

Desirable:

- Masters-level qualification
- Successful work experience in a multi-cultural environment.
- Knowledge of the UK HE sector.
- Previous experience of working/living in an English-speaking environment, i.e., the UK.
- Willingness to represent Lancaster University at civic and industry events.

5. Key Performance Indicators

These are some typical indicators that measure success in the role:

- Campus enrolments for all products and from all channels
- Ability to meet recruitment targets within budget
- Team engagement/performance/satisfaction
- % Leads managed with closure
- Conversion rates
- Campus/Divisional financial success
- Student outcome indicators

6. Application Procedure:

The application package should consist of a cover letter, curriculum vitae, and two contacts (including positions) for recommendation letters.

Please merge all documents into one PDF file, indicating your name and submit by e-mail to:

Dr Elisabeth Grindel-Denby | Campus Director | elisabeth.grindel-denby@lancasterleipzig.de