
Appointment of the
Assistant Director
(Marketing and Recruitment)

April 2017

lifechanging



**University of
Sunderland**

Message from the Vice-Chancellor

Thank you for expressing an interest in the role of Assistant Director in our Marketing and Recruitment Team. We are at an exciting phase of our development and are looking to appoint an exceptional individual to help us realise the ambitions outlined in our new Strategic Plan 2016-2021.

Here at Sunderland we place our students at the heart of everything we do; providing life changing opportunities for our diverse and vibrant learning community. Our widening participation record is testimony to the work we do in raising aspirations and promoting social inclusion within our region. Our student support and research-informed curriculum enable learners to develop the skills and flexibility required by employers and also the behaviours and values that contribute towards social responsibility and citizenship.

Our teaching is enriched and informed by the quality of our research. The University submitted 13 academic areas to the Research Excellence Framework in 2014, all of which were classified as 'internationally excellent'. Ten of these areas were also rated as 'world leading'.

We are looking for an exceptional candidate for the role of Assistant Director in our Marketing and Recruitment Service. The Assistant Director will work closely with the Director of Service to provide the strategic direction for the University's marketing, UK recruitment and communications activity.

Sunderland is a successful institution with a proud history and stretching ambitions for the future. This is an opportunity for an outstanding individual who shares our ambition for the University of Sunderland to be recognised as a high-quality, modern university that is an exemplar in the creation of knowledge, skills and learning relevant to the 21st Century.

Shirley Atkinson
Vice-Chancellor and Chief Executive



About Us

With a long, distinguished history, and a record of adaptability and agility, the University of Sunderland is recognised as one of the great, modern, civic universities.

The University of Sunderland's modern roots lie with Sunderland Technical College which opened in 1901 in order to develop high-quality vocational programmes to support the regional skills needs for the 20th Century.

Pharmacy, a flagship area for the University, was introduced in 1921, and in 1934 Sunderland Technical College was recognised for its exemplary Bachelor of Engineering programme, the first in the country to offer placements as an integral part of the curriculum.

By 1959 ambitious plans for expansion were underway and in 1969 The Technical College, The School of Art, and Sunderland Teacher Training College were brought together and became Sunderland Polytechnic. In 1992 the Polytechnic was awarded university status and became the University of Sunderland.

The University operates from two campuses in Sunderland - one on the banks of the River Wear and another in the centre of the city. Over the past five years a £75m capital investment programme has transformed the City Campus. This includes CitySpace, a sports and social facility, and a new Sciences Complex supporting areas such as Pharmacy, Pharmaceutical Science, Nursing, Cosmetic science and Sports Sciences.

The University's award-winning Sir Tom Cowie Campus at St Peter's, on the banks of the River Wear, is adjacent to St Peter's Church - a seat of learning since 674AD. The campus has seen a £2.2m refurbishment of National Glass Centre, a national visitor attraction and home to the University's Glass and Ceramics programmes, where students have access to the best facilities in Europe.

At the University of Sunderland in London - situated at Canary Wharf in the heart of the City's business and financial district - over £4m has been invested to ensure students have an excellent experience.

This expansion in the UK follows several years of sustained growth in international markets. In March 2017 the University launched its campus in the Central District in Hong Kong, providing a South East Asian hub from which to develop further overseas growth.

The University is acknowledged as one of the UK's top providers of Transnational Education with over 6,000 students studying for University of Sunderland academic awards with quality-assured partners in Malaysia, Singapore, Hong Kong, Vietnam, Sri Lanka, Botswana, Ghana, Kenya, Trinidad, Uzbekistan, and Tashkent.

High-quality teaching is informed by research and engagement with employers ensures students are equipped with the skills required to succeed in a highly competitive graduate jobs market. The University is working with organisations including Accenture and Northumbria Water in the delivery of Degree Apprenticeships and has ambitious plans for growth in this sector.

Recent capital investments include the Hope Street Xchange which opened in March 2017. This centre for enterprise and innovation is providing a focus for engagement with employers and investors, and is a catalyst for building an entrepreneurial culture amongst University staff and students. The centre is the home to the University's FabLab, the first in the region, which provides access to equipment, support and advice for the prototyping and design of new products.

The Sciences Complex Phase 2 development was completed in July 2016. The Complex features the latest health and science provision, including the Living Lab, a unique, purpose-built, environment using advanced hi-fidelity simulation equipment to deliver integrated working between University researchers, staff, students and healthcare and life sciences partners. Here they can test, monitor and collaborate in new technologies, treatments and services in real world settings, raising the quality of care and improving patient safety.

The University is also a lead partner in the development of a University Technical College (UTC) in South Durham along with Hitachi Rail Europe and Gestamp Tallent, which opened in September 2016, and is also the University partner in the Northern Futures UTC in Newcastle.

The University has a sustainable and robust financial plan and is well placed to take advantage of investment opportunities that will improve its offer for learners and partners, while enhancing its standing within its community, the North-East region, nationally, and as a global player.

Our Current Position

A distinctive new vision is set out in the Strategic Plan 2016–2021:

To be bold and inspirational in providing education, research and creative practice, which offers transformative experiences to students, staff, communities and business partners in the UK and across the world.

The University's ambitions are to be recognised as:

Life Changers

- A world leading contemporary university that is distinctive in supporting learning at all stages in life.

Knowledge Creators

- An institution that is acknowledged globally as an exemplar in the creation of knowledge, skills and learning that is work relevant in the 21st Century.

Tomorrow Makers

- A university whose graduates are adaptive creative thinkers with the personal attributes to become the leaders and tomorrow makers of our societies and economies.

Boundary Breakers

- An institution that fosters a sense of pride amongst its staff, students and alumni as it makes a real difference to the world in which we live through its research, innovation and practice.

Learning Engagers

- A University where students want to study due to the quality of teaching, the relevance and accessibility of our programmes and the reputation we enjoy for partnering with students and personalising their experience.

Future Shapers

- A leading anchor institution in the North East making significant social, economic and cultural contributions to our locality, displaying innovation, entrepreneurship, financial stability, efficiency and sustainability in our approach and delivery.

The University of Sunderland will be compelling and different because:

- Our programmes will be distinctive and relevant with work integrated learning and professional practice embedded within.
- Our research and creative practice will be contemporary with immediate impact for communities, business partners and students.
- Our students will become lifelong partners in the institution, able to access career accelerators and updated learning and practice throughout their lifetime.



University of Sunderland in London



Sir Tom Cowie Campus at St Peter's

The Role

This role will provide strategic leadership in the area of marketing and student recruitment. The University has set ambitious plans for growth and the successful candidate will lead a new team in the delivery of an exceptional UK student recruitment strategy and all aspects of institutional marketing and communications activity.

Key tasks and responsibilities

To provide strategic direction for all aspects of the University's UK recruitment, marketing and communications activity.

Specifically:

Lead the interpretation of market intelligence to inform innovative and targeted recruitment strategies and tactical campaigns.

Develop an integrated marketing and communication strategy that supports the ambitions set out in the University's new Strategic Plan and that raises the profile of the University with prospective students and their influencers.

Oversee the management of the University's brand, providing a steer to internal and external stakeholders on the use of brand assets, visual identity and tone of voice.

Work closely with Academic Deans to develop marketing and recruitment plans to support new and ambitious development objectives for the University's

key academic disciplines.

Engage with schools and colleges to ensure that recruitment activity is delivering impact and added value for students, teachers and advisers.

Manage the conversion of enquirers through to enrolment and beyond with bespoke campaigns targeted at a diverse range of applicant groups.

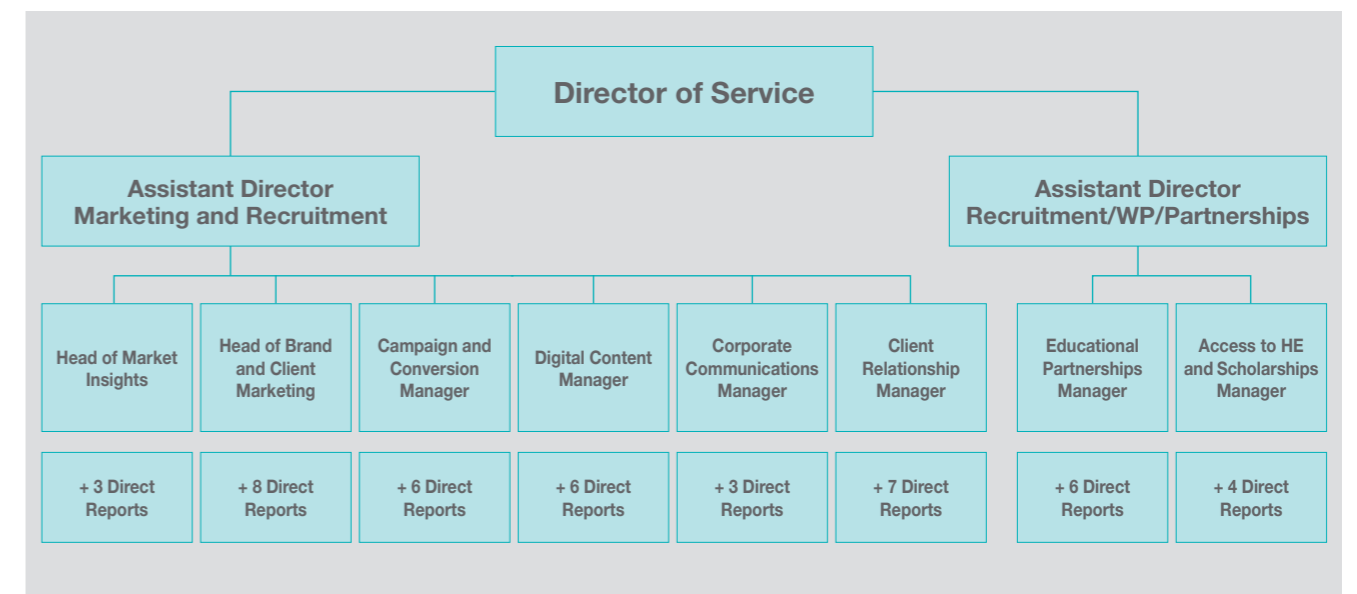
Provide strategic direction and oversight for marketing and recruitment activity carried out by the University's operations in London and Hong Kong.

Oversee the work of the University's appointed agencies in the delivery of innovative, cost-effective campaigns that deliver a return on investment.

Manage the University's external web presence and content and work closely with colleagues responsible for web platforms and infrastructure.

Develop the University's communications and public engagement strategy to ensure that the University's vision, values and core strengths are promoted across all media channels.

Develop internal communication channels for staff and student communities.



Key Facts and Figures

Student Numbers 2015/16:



Total: 19,763

2015/16 Staff Numbers 1,508 (1,305 FTE)	2015/16 Income £128.3 Million
2015 Staff Survey 94% say the University is a good place to work	Research Excellence Framework 2014 All areas submitted recognised as being 'internationally excellent'
Economic Impact Assessment £560 Million Gross Value Added for the UK Economy	National Student Survey 2016 83% Overall Satisfaction
Destination of Leavers from Higher Education Survey 2015 94% in work or higher study (6 months after graduating)	Annual Investment in Student Scholarships and Bursaries £5.5 Million
International Student Barometer Survey 2015 89.2% Overall Satisfaction	

The University has six faculties:

Faculty of Business, Law and Tourism Sunderland Business School Sunderland Law School	Faculty of Arts and Creative Industries School of Art and Design School of Media and Communications
Faculty of Health Sciences and Wellbeing School of Pharmacy and Pharmaceutical Sciences School of Nursing and Health Sciences School of Psychology	Faculty of Engineering and Advanced Manufacturing Institute for Automotive & Manufacturing Advanced Practice (AMAP) School of Engineering
Faculty of Education and Society School of Education School of Culture School of Social Sciences	Faculty of Computer Science School of Computer Science

There are eight service departments and an operational delivery team at Sunderland, in London and Hong Kong:

Academic Services Human Resources Enterprise and Innovation Marketing and Recruitment	International Office Planning and Finance Facilities Student and Learning Support
--	--

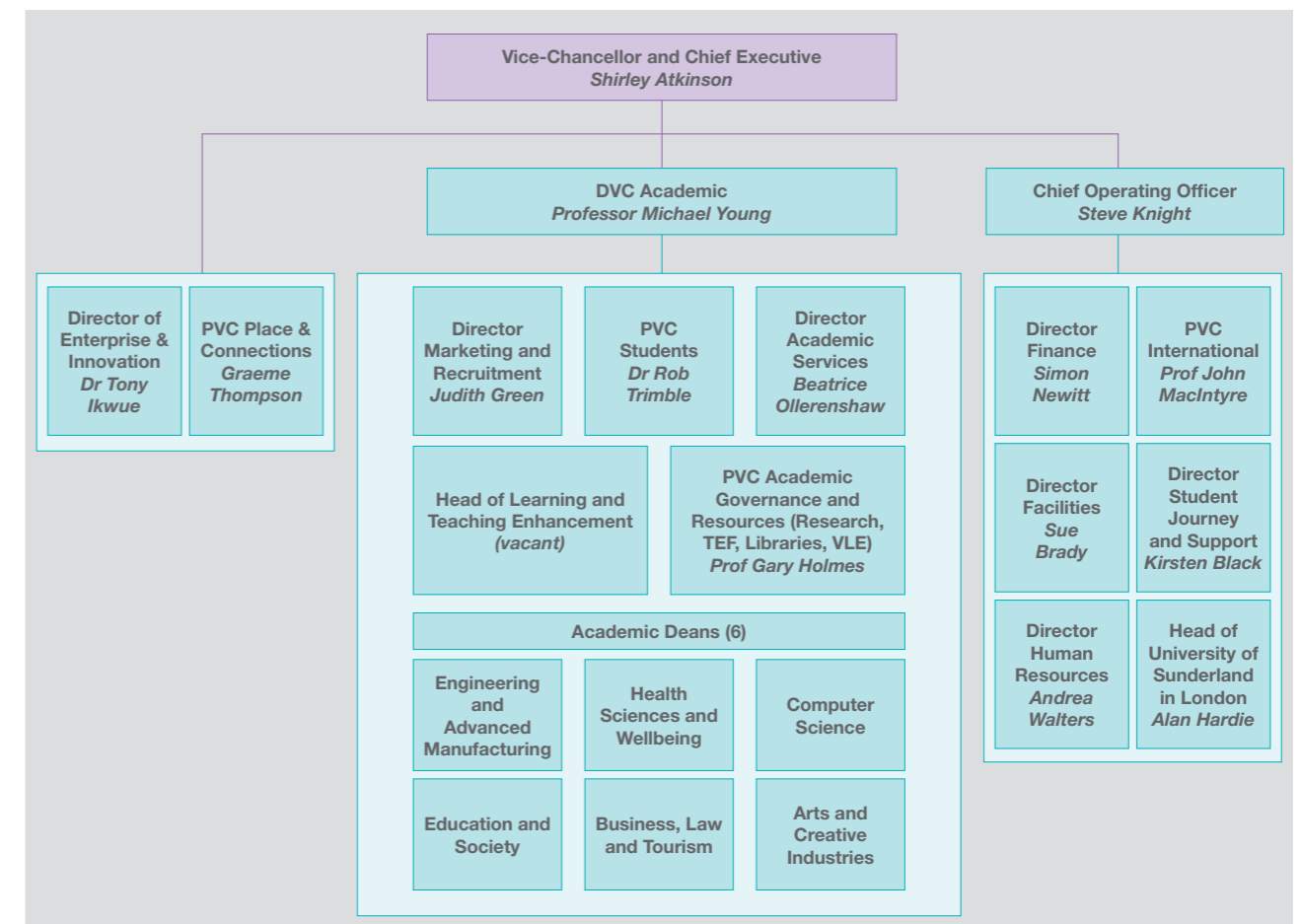
University Governance and Leadership

The University is a Higher Education Corporation established under the 1988 Educational Reform Act. It is an exempt charity with the purpose "to provide higher education and further education and to carry out research and to publish the results of the research or any other material arising out of or connected with it in such a manner as the Corporation shall think fit".

The Trustees of the Charity are the members of its Board of Governors. They have oversight of the strategic objectives of the institution and ensure that they align with the general principles of public benefit and the charitable objects.

The Executive team of the institution is as follows:
 Vice-Chancellor and Chief Executive: Shirley Atkinson
 Deputy Vice-Chancellor (Academic): Professor Michael Young
 Chief Operating Officer: Steve Knight
 The Executive team is supported by:
 Pro Vice-Chancellor – International: Professor John MacIntyre
 Pro Vice-Chancellor - Students: Dr Rob Trimble
 Pro Vice-Chancellor - Academic Governance, Research and Teaching: Professor Gary Holmes
 Pro Vice-Chancellor - Connections and Place: Graeme Thompson

Senior management structure



Sunderland is a welcoming city by the sea that offers a great quality of life.

Sitting on the beautiful North-East coast at the mouth of the River Wear, its warm and friendly people are proud of their rich history that stretches back to Anglo-Saxon times.

Sunderland's wide sandy beaches with their big-sky views attract walkers, surfers, runners and cyclists to enjoy the fresh sea air; while the Marina Complex provides top-class facilities and friendly service all year round.

The city boasts acres of green space and is close to wide, open countryside and urban attractions, with Newcastle, Durham and the North Yorkshire Moors on the doorstep. There are ambitious plans for the future with over £1 billion of investment in the pipeline for the city.

There is plenty of culture too. The Chair of Arts Council England describes the University of Sunderland as the "poster child" for driving economic regeneration through creativity.

The Cultural Spring Project, the re-launch of National Glass Centre, the Tall Ships Race in 2018, and the ambition to be the UK City of Culture in 2021 are just a few of the projects that have placed creativity and vibrancy at the heart of our community.

The city's underground music scene has an international reputation and Sunderland's busy retail centre offers plenty of places to eat and drink, including cosy pubs serving cask ale, and independent restaurants, coffee shops and bars

Sunderland is easy to reach too, with an international airport less than half an hour away, a direct rail link to London, the Tyne and Wear Metro light rail, and quick and easy access to the A1 and A19 via road.

Sunderland is a friendly city with ambition and a bright future – join us and be part of our story.



Benefits and How to Apply

The University offers competitive salaries, a range of generous benefits and an excellent working environment. Our commitment to staff is exemplary with staff development and welfare reflected in our strategic and operational plans.

The role offers a competitive salary and an attractive benefits package which includes:

- A final salary pension scheme with a generous employer contribution
- 36 days annual leave plus an additional 5 days concessionary leave and 8 days public holiday
- Generous relocation support
- A healthcare plan where employees have an opportunity to select a healthcare cash back plan for themselves and their families via monthly salary deduction
- Subsidised gym membership for the fitness suite at CitySpace and an on-site nursery for children from birth to school age
- Tier 2 sponsorship for international candidates wishing to relocate to the UK

To apply for this position, please visit:

<http://jobs.sunderland.ac.uk/>

You will be required to submit an application form and supporting statement including details of your current salary and benefits package.

Please ensure that your application fully addresses the criteria in the Role Profile.

You should provide the names, positions, organisations and contact details of at least two referees, one of whom should ideally be your current/most recent employer. Referees will not be contacted without your prior consent.

You are also asked to complete the University's equal opportunities monitoring page. The information you provide on this form will be treated as confidential, and used for statistical monitoring purposes only.

Finally please ensure that you have included telephone contact details and indicate if you will be available on the dates below.

Interview expenses (within the UK) can be paid in relation to this post.

Closing date:

5pm, Sunday 30th April 2017

Interview date:

Week commencing 15th May 2017



www.sunderland.ac.uk

lifechanging



**University of
Sunderland**