



UNIVERSITY OF
LEICESTER

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Director of External Relations



We are Citizens of Change





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Welcome from the President and Vice-Chancellor

Diverse in our makeup and united in ambition –
we pursue excellence in knowledge and learning to
transform our community, our world and beyond.
We are Citizens of Change.



PROFESSOR NISHAN CANAGARAJAH
PRESIDENT AND VICE-CHANCELLOR

Dear Applicant

Thank you for your interest in this exciting opportunity to play a leading role in helping to shape the future of this great institution.

I was delighted to launch the University's new Citizens of Change strategy in November 2021. In this, I committed the University to research-inspired education, worldchanging research and a focus on our three values that run across the heart of our Strategy: inclusive, inspiring and impactful. These values speak to the kind of university we are – and will be in the future.

We believe that equity, diversity and inclusion are integral to a successful place of work and study. We proudly embrace our diversity with staff and students from over 100 countries working and studying at Leicester, bringing with them an incredible diversity of viewpoints, beliefs, attitudes and approaches which enrich both the University and the city.

We are a growing and ambitious University, with record research grant awards last year, and more students on our campus than at any time in our history. Our University is now placed consistently amongst the top 30 universities in the country. In the Times Higher Education (THE) World University Rankings 2024, Leicester is ranked 26th in the UK.

The University is now an established and prominent member of the international academic community, with worldwide links in teaching and research. Our global partnerships reach every continent and include organisations as diverse as the Smithsonian Institute in the USA, Dalian University of Technology in China, and Apollo Hospitals Group in India. Our international strategy seeks to grow this global footprint year-on-year.

Last year the University was awarded a Gold rating in the national Teaching Excellence Framework (TEF) 2023 which is an important recognition for all members of our University community that we deliver excellent, sector-leading education. Research England published the results of REF2021 and the results show that, since the previous REF in 2014, the University has moved up 23 places to rank 30th overall in the Times Higher Education REF rankings. This represents one of the biggest climbs of any university and is our best ever performance in the REF, an exceptional testament to the quality and impact of our academics' research and the wider research environment.

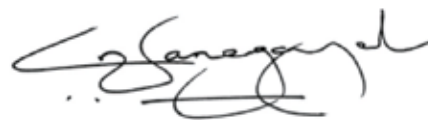
We are seeking an inclusive and inspirational strategic leader as Director of External Relations to lead our External Relations Division. This is a senior leadership position with the post holder being an Executive Board Associate. This means that they will join the Executive Board at their strategic away days.

Reporting to the Deputy Vice-Chancellor (Professional Services), the Director of External Relations is a highly influential member of the University's leadership.

The person appointed will be expected to drive the formulation of strategy and oversee the implementation of the University's external relations activity including marketing, communications, global student recruitment, and the Attenborough Arts Centre. These activities will lead to clearly measurable outcomes in the University's reputation, brand, student recruitment and stakeholder engagement.

You would be joining us at an exciting time, when there is great potential to transform communities through some amazing 'game-changing' projects, from the Institute for Inclusivity in Higher Education to the Centre for Ethnic Health Research. Leicester has a rich tradition of inspirational teachers and research investigators who are producing talented graduates, discovering new knowledge, pioneering breakthroughs and ultimately transforming lives for the better.

If Leicester sounds like the place for you and you have the skills, experience and desire to make a difference, we look forward to hearing from you.



PROFESSOR NISHAN CANAGARAJAH
PRESIDENT AND VICE-CHANCELLOR



We have established a reputation as an open, accessible and friendly university, where people enjoy their work.

Overview of the University of Leicester



The University of Leicester was founded a hundred years ago as a beacon of hope for the future.

The site for the University was donated by a local businessman, Thomas Fielding Johnson, in order to create a living memorial for all local people who made sacrifices during the First World War. This is reflected in the University's motto *Ut vitam habeant* – 'so that they may have life'.

With 21,505 students and 3,800 staff, Leicester is one of the very best British and global universities with an enviable record of research discoveries, a flair for teaching innovation and proven success in broadening access to higher education.

Our research has wide-ranging impacts on society, health, culture and the environment, with 89% of our research classed as world-leading or internationally excellent. Whether it's our pioneering work in space, breakthroughs in the search for alternatives to antibiotics, or life-changing diabetes research, we demonstrate education and knowledge to be a power for good. While proud of our heritage and our achievements so far, Leicester is a university focused on the future. Our spirit of discovery is about imaginative new thinking, and this

approach enables us to seize new opportunities as we pioneer a distinctive and research-intensive institution, open to all who have talent.

As we build for the future, we have made multi-million pound investments in our estate to ensure we have state-of-the-art facilities that are fit for purpose in our new century. During our centenary year, we opened our dedicated home for the School of Business at Brookfield, which also connected us with the original benefactor of the University, Thomas Fielding Johnson, who lived there. We also celebrated the opening of the refurbished and extended Percy Gee Building, home to the Students' Union, and we recently had the official opening of our new £150m Freeman's development – a vibrant new neighbourhood for students to live, study and socialise.

We play a vital part in the UK's most multicultural city as a major employer, and as an investor and supporter of music, art, sport and culture. There are more than 180,000 graduates from the University today, many of whom choose to stay in the city and region long after they graduate. We work closely with local schools and colleges in all aspects of education including teacher training. We are committed to creating access for anyone with the talent and determination to succeed in their studies, regardless of background. We are similarly committed to helping our city meet its environmental, social and educational ambitions.

12,912
undergraduate
students



£300 million
research portfolio (live grants)
from over 250 funders



8,593
postgraduate
students



3,800
staff



32%
international
students



£340 million
turnover



2023 Statistics



External Relations Division

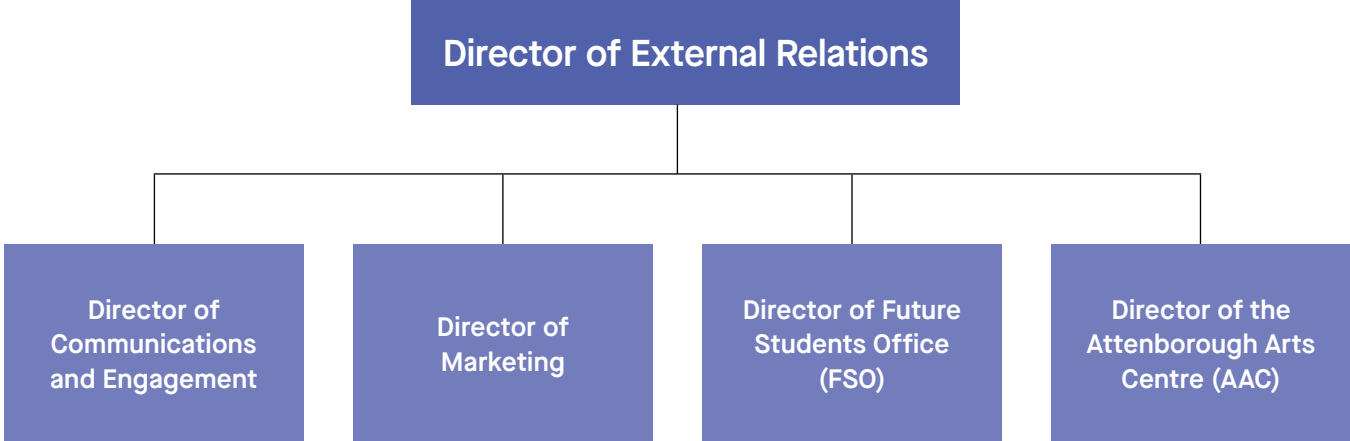
The External Relations Division (ERD) is responsible for enhancing the University’s profile and reputation, meeting our student recruitment and fundraising targets, promoting our research, supporting our international agenda through partnerships and business development, and ensuring that we engage with all University stakeholders – internally, locally, nationally and internationally.

ERD includes the Future Students Office, Marketing, Communications and Engagement and Attenborough Arts Centre.

Future Students

Future Students are a dedicated group of teams providing advice and guidance to students, teachers, advisors and parents around the UK.

The Future Students Office consists of the Global Recruitment, the UK Student Recruitment and Outreach, the Pathways, the International Recruitment, the Admissions and Applicant Experience, the Global Business Operations, as well as the College Student Recruitment and Marketing teams.



The Global Recruitment Team supports the University's strategic objectives relating to student recruitment, across all levels and modes of study, for UK and international markets as well as its commitment to Widening Access and responsibilities associated with meeting strategic ambitions outlined in our Access and Participation Plan.

The UK Student Recruitment and Outreach team is responsible for delivering undergraduate and postgraduate recruitment throughout the UK, and for meeting the University's widening access targets. We work with students of all ages and backgrounds, teachers and careers advisers, parents and carers, as well as members of the community to encourage participation in higher education and to recruit and convert undergraduate and postgraduate students to the University.

The Pathways team work across Leicester, Leicestershire and Rutland and is one of 29 partnerships across England funded by the Office for Students as part of their Uni Connect programme. Pathways brings together the University of Leicester, Loughborough University and De Montfort University, as well as Leicester College and Loughborough College, with the aim of supporting more young people from disadvantaged backgrounds to reach their full potential through higher education.

The International Recruitment Team is responsible for all offshore student recruitment activities. Key members of the team are based overseas to ensure we can provide face-to-face support and guidance to prospective students and partners in our core markets. The team travel extensively within their region meeting students at fairs and exhibitions throughout the year.

The Admission and Applicant Experience team manage enquiries, communications and admissions to campus-based and distance learning courses at Leicester. This includes processing undergraduate and postgraduate applications, handling admissions enquiries, sending all communications, making offers, undertaking fee assessments, issuing official documentation to support our applicants' visa applications, and managing and maintaining the University's central admissions systems, policies and procedures.

The Global Operations and Partnerships Team supports the work of all the teams within FSO and is responsible for the operational management of our Global Agent network (including commission processing), FSO finance, fee setting, recruitment scholarships, global partnership operations, and the Student Ambassador Scheme.

The College Student Recruitment and Marketing Team support academic schools within each of our Colleges, leading on College-specific marketing campaigns and activities in order to support student recruitment targets across all our channels and modes of study. The purpose is to deliver innovative and ground-breaking marketing and recruitment initiatives to ensure we grow our market share across the globe.

Marketing

The Marketing division consists of the Recruitment Marketing, Creative and Video, Marketing and Insight, Digital Engagement, Corporate and Research Marketing teams.

The Recruitment Marketing team delivers key student recruitment campaigns and events to support recruitment to undergraduate, postgraduate and distance learning courses attracting prospective students to come to Leicester to study from the UK and from locations around the world.

The Creative and Video team are responsible for marketing the external profile of the University across a range of channels. This involves the development of the University's brand identity including the creative, content and design elements, as well as overseeing marketing campaigns and events for student recruitment and research reputation campaigns. The team also offer a professional design and artwork service including print and digital communications, as well as audio and video production.



The Marketing and Insight team provides vital intelligence and insights across Brand, Marketing and Digital Engagement, to achieve key institutional objectives. The team predicts market opportunities through monitoring and analysing upcoming trends, and horizon scanning. They devise data driven marketing strategies that are applied within and outside of the team across a broad range of projects including course launch. Additionally, they provide guidance and support around best practice for market research.

Our Digital Engagement team is responsible for the performance and effectiveness of the University's digital engagement channels, including our website, apps, social media channels and other emerging digital platforms. The team offers in-house expertise in user experience, digital accessibility and optimisation, architecture and system management, as well as user support and training.

The Corporate and Research Marketing team is responsible for showcasing the University's world-changing research portfolio to build reputation and profile and to develop and delivers key campaigns to showcase the education, teaching and student experience here at Leicester.

Communications and Engagement

Communications and Engagement are responsible for telling stories to our internal and external audiences. Together, they produce communications plans, promote positive messages about the University, organise high-profile events, avoid crises, and much more.

The Communications and Engagement office consists of the Internal Communications, Corporate Communications, Press and Events teams.

The Communications teams are responsible for external and internal communications, including corporate, student and staff communications across an array of channels.

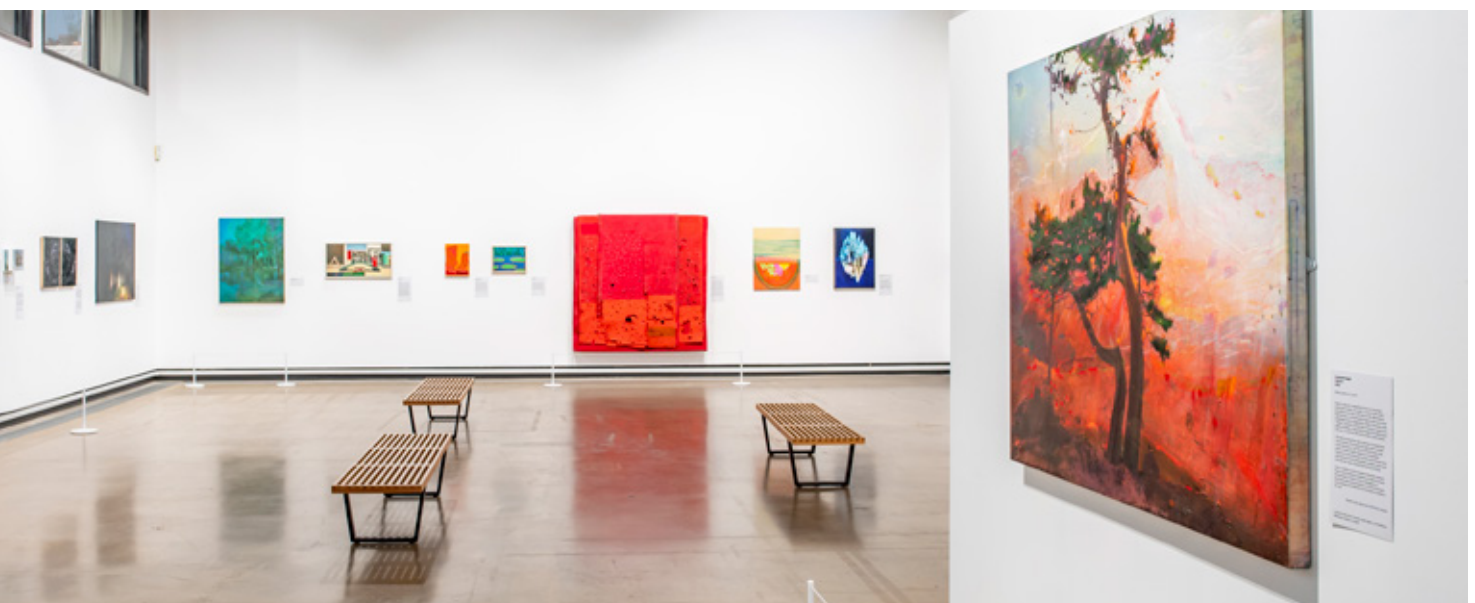
The Press team provide a central source for media enquiries, both proactively by contacting journalists about our latest news and research and also reactively by providing expert commentary on a daily basis.

The Events team is responsible for a range of high-profile, public facing corporate and student engagement events. These include lifecycle welcome events and Graduation ceremonies every year. The team also deliver various lecture series', staff awards, building openings, ministerial visits, summertime and Christmas on campus activities, alongside providing expert guidance to students and staff on delivering events.

Attenborough Arts Centre

Attenborough Arts Centre is Leicester's contemporary arts hub and one of the UK's leading university arts centres, engaging more than 100,000 people including students and staff annually with our cultural programme. Public funding from Arts Council England is received, as one of 987 National Portfolio Organisations nationally.

Attenborough Arts Centre promotes inclusive culture and creativity for everyone, with socially- and civically-engaged, visual arts, live performance, learning and community programmes.





The role

Job title:

Director of External Relations

Salary:

Competitive

Post responsible to:

Deputy Vice-Chancellor (Professional Services)

Hours/contract:

Full-time/Permanent and predominantly campus-based

Role purpose

The Director of External Relations is responsible for driving the formulation of strategy and to oversee implementation of the University's end to end external relations activity including marketing, communications, global student recruitment, and the Attenborough Arts Centre. These activities will lead to clearly measurable outcomes in the University's reputation, brand and student recruitment and stakeholder engagement.

The role is an Executive Board Associate which means that the post holder attends all Executive Board Strategic away days.

You will lead and drive growth plans in order to achieve the 5-year student number targets to ensure financial sustainability in a high-quality and effective way, mindful of intense market competition and ever-shifting regulatory and legislative demands on Higher Education providers.

You will be responsible for delivering a step change in the national and international perception of the University. You will tell our story with integrity, energy and imagination. You will develop and lead the implementation of a brand strategy and deliver impactful awareness campaigns that demonstrably

enhance our staff and student recruitment; that highlight our commitment to regional engagement as well as to global partnerships; that effectively communicate our research-inspired education and world-changing research – to evidence every day the difference we make. The post holder will have strategic oversight and be a senior champion to drive our communications and reputation activity to help ensure long-term strategic success.

Reporting to the Deputy Vice-Chancellor (Professional Services) and working with the University Senior Leadership Team, you will be accountable for the development and execution of an integrated, inspiring vision and rigorous strategy for the University's Student recruitment growth and sustainability. You will work across Professional Services and the Colleges to innovate and deliver sector leading student recruitment campaigns.

The post holder also has strategic responsibility for the externally facing Attenborough Arts Centre – a nationally significant inclusive arts centre. The Centre supports the University's wider community engagement strategy but also connects to wider agendas such as research impact, health and well-being, and partnership development.

Principal responsibilities

Strategy

- Formulate a strong strategic vision and direction for the Division that delivers tangible university-wide outcomes and impact.
- Recommend and drive student number growth targets.
- Deliver student number growth and achieve annual recruitment targets for UK HE students through highly effective and innovative marketing campaigns and student recruitment initiatives as well as growing our cohort of high-quality international students for both UG and PG study.
- Ensuring that marketing and recruitment strategies are innovative and swift to respond to changes in the political or regulatory environment, as well as sufficiently agile to take advantage of new market opportunities and recruitment trends.
- Oversee the development and delivery of a Distance Learning marketing and recruitment strategy to support the University's Distance Learning growth plans.
- Ensure Access targets are achieved in the University's APP and Pathways objectives are achieved.
- Build and manage the University's brand equity and implementation of institution-wide communications efforts, including the development of a comprehensive strategy to define and build our brand and global reputation as one of the UK's top universities.
- Ensure that all related activities are integrated to maximise income generation and student attraction (both domestically and internationally) and the global reach of our brand and reputation.
- Drive a digital first approach to external relations activities to deliver greater efficiency and process improvement across all activities using AI/automation.

Leadership and Management

- Leading the University's plans to drive forward high-quality, effective and systemic improvements to capturing leads, improving applicant experiences and student recruitment outcomes.
- To lead, direct and plan the activities of the Division, and to track, measure, assess and report on the performance of the Division.
- To lead on budget setting, with overall responsibility for the monitoring, planning and delivery of the Division's budget, ensuring that financial targets are met and savings are delivered.
- Lead the External Relations Division, providing opportunities for enrichment and development, instilling a culture of proactivity and innovation, and supporting it to operate as a modern, dynamic and high-functioning team.
- Lead on staff recruitment and development for the team. Improving diversity and ensuring career progression opportunities are supported appropriately and that professional development plans are created to reflect the changing expertise and specialisms required within each team
- Lead in the development of effective and influential business cases, strategy papers and consultations as well as audits, reviews and procurement.
- Establish effective monitoring and reporting processes and reports to assess performance and drive improvements.
- Build successful partnerships and relationships with Colleges and other professional services divisions and external stakeholders and deliver a high standard of services to these groups.



Internal and external relationships

- Take an active interest in and maintain up-to-date knowledge of the HE sector, so as to advise on how the University can best react or seize opportunities in a changing environment.
- To quickly develop and maintain highly effective and productive relationships with the academic community and other Professional Services Divisions.
- Engage with key bodies and organisations as well as developing relevant informal networks and relationships
- Develop and nurture strong networks across relevant media and external organisations, as well as businesses and agencies in order to enhance the University’s profile.
- To represent the University at appropriate local, national and international events.
- To participate in appropriate professional groups in order to develop networks and share good practice.
- Sit on relevant Boards and Committees as appropriate.

Planning and Organising

- To undertake long term planning and organising for the External Relations Division.
- To support and input into institutional strategic planning particularly in student number planning and growth strategies.

Qualifications, knowledge and experience

Essential

*Criteria to be used in shortlisting candidates for interview

- Significant experience in the leadership of Marketing, Communications and Student Recruitment at a strategic level.*
- A first degree or very substantial relevant professional experience combined with a professional or relevant postgraduate qualification.*
- Strategic and tactical problem solving skills, and direction setting abilities, with proven capability to shape and develop policy and process, gained in the higher education environment or multifaceted businesses of similar size and impact.*
- Experience of developing and managing global reputation strategy and associated campaigns for a major brand.*
- Proven experience in delivering student recruitment growth in the HE Sector. Proven success in achieving an outstanding level of stakeholder engagement.*
- Commercial experience to maximise income generation from across the postholder’s areas of responsibility.*

- Proven experience of managing complex and nuanced relationships which require a bespoke approach and a high level of judgement.*
- Ability to build trust and confidence across all levels of an organisation.
- Experience of having successfully mentored, coached and influenced others to achieve results and lead a team of the very best specialists in their chosen fields.
- Experience of successful budget setting and cost management.

Desirable

- Understanding and knowledge as to how arts and cultural facilities can add value to a University brand.

Skills, abilities and competencies

Essential

- Able to work in a fluid and fast-changing environment.
- Proven ability to drive change through others.
- Possess the confidence and ability to sell ideas to the University Senior Leadership Team and wider community.
- A growth mindset with a positive and engaging approach to leading across an organisation.

- Possess high levels of creativity, resourcefulness and resilience.
- Possess outstanding communication skills.
- Strong facilitative style of leadership with track record of developing, motivating and mentoring staff to perform at their best.
- Team working and collaboration as a member of a management team to support the delivery of broader organisational objectives and targets.
- Ability to identify, leverage and maximise on potential engagement opportunities.
- Strong commercial acumen with the ability to work at strategic level.

Desirable

- Understand the techniques of fundraising.

Criminal declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.





Supporting University activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

University values

Inclusive – We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring – We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful – As Citizens of Change we will generate new ideas which deliver impact and empower our community.

Equity and diversity at Leicester

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high-quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

How to apply

Informal enquiries regarding this opportunity are welcome, and should be made to Kerry Law, Deputy Vice-Chancellor (Professional Services), on kerry.law@leicester.ac.uk

Applications can be made on our website at the link below:

<https://jobs.le.ac.uk/vacancies/10295/director-of-external-relations.html>

First Stage interviews for this position are anticipated to be held on 20 August 2024 remotely via Microsoft Teams.

Final Stage interviews for this position are anticipated to be held on 2 September 2024 on Main Campus.

Please visit the following link in order to find more information about the use of personal information provided by candidates to the University of Leicester.

le.ac.uk/ias/data-protection



Living in Leicester

Leicester, Leicestershire and Rutland are rich in culture, heritage, and leisure activities, from our vibrant multicultural city, to the beautiful market towns and rural villages.

Often described as the heart of rural England, the area features beautiful country villages, the National Forest, great rivers and castles, and a cosmopolitan city centre, making it an exciting and diverse place to live and work.

Leicester is one of the UK's ten largest cities and represents the largest economy in the East Midlands region. It has a bustling and diverse atmosphere and recent regeneration (to the tune of £3 billion) has made this cosmopolitan city even more exciting. Leicester is home to the state-of-the-art Curve theatre, as well as large and multicultural festivals. It is famous for its diversity and offers an amazing chance to dive into many different cultural

celebrations. Leicester celebrates Diwali (the Festival of Light) with spectacular lights, stunning street parades and dazzling fireworks. This is attended by 35,000 people and is the largest celebration of the festival outside of India. The city also hosts an annual Pride Parade (Leicester Pride), a Caribbean Carnival, and the largest comedy festival in the UK.

The University, working in close partnership with the city, has been the inspiration behind two of Leicester's most famous tourist attractions. The award-winning National Space Centre – the UK's largest attraction dedicated to space exploration – and the King Richard III Visitor Centre which retells the dramatic story of the University's discovery of England's most infamous King. Leicester is well-known as a sporting capital – hosting the country's best-supported rugby team the Leicester Tigers as well as Leicester City Football Club and Leicestershire County Cricket Club.

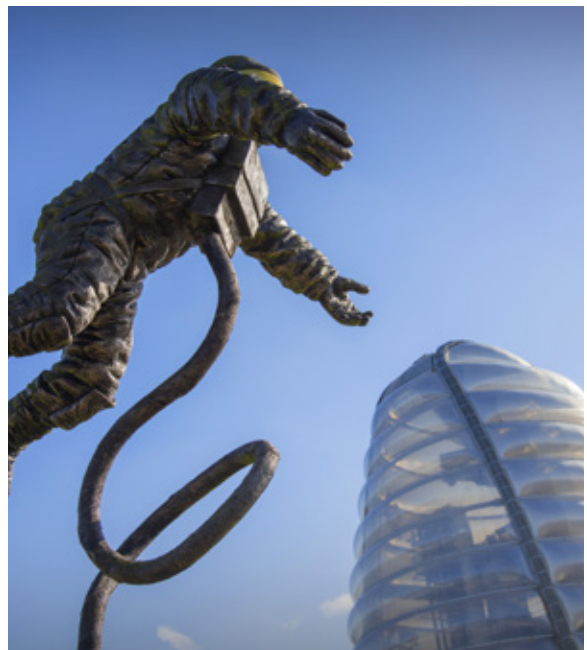
The city benefits from a large number of public parks including Abbey Park and also Victoria Park which is adjacent to the University. Leicester is steeped in history, dating back to the original Iron Age settlement which was to become an important Roman trading centre with a commanding position on one of Britain's



Leicester represents the largest economy in the East Midlands region.

most important routes – the Fosse Way. The growth of manufacturing industry reached its peak in the great hosiery, textiles and footwear enterprises of the 20th century.

On Leicester’s doorstep is the National Forest, offering cycling, riding and walkways, adventure activities and some of the most impressive landscapes in the region, including Charnwood Forest and Swithland Reservoir. To the east is Rutland Water, one of the largest man-made reservoirs in Europe, which supports a wide range of water sports. Leicester and the surrounding region offer a wide choice of property to buy or rent. In the city itself, there is a diverse mix of housing and apartments. Both new and older properties, including substantial homes, can be found in leafy parts of Leicester within easy reach of the University. Alternatively, there is property available in the attractive villages and market towns in Leicestershire and Rutland such as Market Harborough and Oakham. House prices are markedly less than those in London.





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