



Principal Lecturer - Student Recruitment, Marketing and Access (School of Health)

Job Summary

At Robert Gordon University (RGU) we are proud of our excellence in education and research, and we are offering an opportunity to join our team in a new role as Principal Lecturer for Student Recruitment, Marketing and Access.

RGU is an innovative, inclusive, and ambitious University, focused on the impact of its demand-led teaching and research. RGU delivers a high-quality vocational education and relevant curriculum which provides learners with the skills they require to thrive throughout their careers. As a result, the university has a reputation for producing graduates that are highly sought after by employers.

The School of Health is a vibrant academic community and provider of nursing, midwifery, physiotherapy, occupational therapy, diagnostic radiography and paramedicine in the North of Scotland. Our vision is to transform health and social care in urban, remote and rural areas and our School Strategy sets out how we will achieve that.

This is an exciting time to join the School to lead a team of academics focused on student recruitment, positioning, promotion and widening participation, supporting the delivery of the ambitions set out in the School Strategy.

As Principal Lecturer for Student Recruitment, Marketing and Access, you will provide strategic leadership to support the School in achieving its recruitment targets and key performance indicators, while advancing the School's access and widening participation priorities. Working closely with Principal Lecturers, Course Leaders and course teams, and in partnership with central University teams including student recruitment, marketing, communications and admissions you will lead a coordinated, effective approach to recruitment and promotion across the School's course portfolio.

This role has a strong focus on partnership development, working closely with colleges and schools to promote health careers, and to support the creation and progression of educational pathways into health programmes in the School of Health.

You will also undertake scholarly activity, maintain or work towards being research active and contribute to the School's commercial activity and innovation practices, aligned to the School Strategy.

We would welcome applications from anyone in a healthcare discipline (related to the School) and who holds registration with the Nursing and Midwifery Council or the Health and Care Professions Council.

What we can offer you:

- A full time, permanent position
- A competitive salary, excellent pension scheme and generous annual leave allowance.
- Up to 50% hybrid working in line with our current policy.
- You will be supported to engage in scholarship and research for your professional and personal development.
- We are an equal opportunities employer.
- We are committed to the health and wellbeing of our staff and to the sustainability of our environment.

For an informal conversation please contact Laura Binnie, Dean of School (l.m.binnie@rgu.ac.uk) or Dr Julie Jones, Associate Dean (j.c.jones@rgu.ac.uk).

This post is subject to the individual being required to join the PVG scheme. For more information, visit: <https://www.mygov.scot/pvg-scheme/>

RGU's ultra-modern campus, located on the outskirts of the vibrant and prosperous city of Aberdeen, offers a superb place to live, work and develop your career. A relocation package is available to assist with your transition to RGU, where you'll enjoy working in one of the most impressive university settings in the UK, with first-class educational infrastructure and outstanding sporting and leisure facilities, all set against a stunning rural backdrop on the banks of the river Dee. More information can be found on our [relocation pages](#)

As per the UKVI immigration rules, this role may be eligible for sponsorship under the Skilled Worker route. Sponsorship under this route is dependent on factors specific to the applicant and if tradeable points can be used under the rules.

To apply please submit your CV along with a cover letter detailing your suitability for the role against the requirements set out in the person specification.

JOB DESCRIPTION

RESPONSIBLE TO: Associate Dean

RESPONSIBLE FOR: Academic staff

PURPOSE OF POST: The Principal Lecturer for Student Recruitment, Marketing and Access will provide leadership for a team of academics. Supported by the Dean of School and School Leadership Team, the Principal Lecturer will contribute to the continued development and implementation of the School's strategic plan, with particular focus on selection and recruitment of students, widening participation and promoting equality, diversity and inclusion in the student population.

PRINCIPAL DUTIES:

The Principal Lecturer will provide leadership to ensure applicants to programmes and students are afforded an excellent experience, based on the fostering of equality, diversity, inclusion and widening participation. The Principal Lecturer will support the development of successful income generation through research, enterprise or innovation, contribute to teaching, have line management responsibilities and be responsible for the support and development of a strong and ambitious group of colleagues, including early career academics.

- Promote a working culture within the academic team which is collegiate, inclusive and reflective of the University's values and behaviours.
- Lead, manage and develop a team of academic staff, including fair and effective allocation of workload in accordance with the skills and capacity of team members and supporting their ongoing performance and professional development.
- Provide leadership to ensure the School optimises opportunity to meet the relevant targets for student recruitment, including the commitment to widening participation.

- Develop, implement and monitor effective School widening participation strategies.
- Support the Course Leaders and wider academic teams by providing leadership related to student selection and recruitment as well as promoting widening participation.
- Strengthen and promote partnerships between schools and colleges to raise awareness of careers in health and support progression into programmes within the School.
- Promote inclusion and diversity and work towards improving equal opportunities for all students, including specific requirements identified in the Outcome Agreement.
- Lead the evaluation and enhancement of student selection and recruitment in line with professional standards and University academic and quality regulations.
- Facilitate strong research / teaching links to the educational standards of the School / University.
- Lead the development and implementation of a research-informed student selection and recruitment strategy that foster equality, diversity, inclusion and widening participation.
- Support the dissemination of good practice related to student selection / recruitment, drawing on international, national and local developments.
- Enhance the reputation of the School by leading on appropriate research and scholarship output and publications of successful School initiatives.
- Develop and maintain internal and external networks in order to support the School's strategic vision and to promote excellence in student selection and recruitment within the School.
- Engage in research and scholarly activities within internal and external networks that link to the School's research and scholarship strategy.
- Establish and maintain relevant professional links for the advancement of the School.
- Represent the School at relevant committees internally and externally to the University.

- Manage and implement key projects and strategic initiatives, leading teams and delegating responsibilities as necessary.
- Contribute to the operational delivery of healthcare education by undertaking teaching duties (via lectures, practicals, seminars, tutorials etc) and associated assessment duties, or as otherwise required by the Dean of School/Associate Dean.

PERSON SPECIFICATION

ESSENTIAL REQUIREMENTS

Qualifications and Professional Memberships

- Master's degree in relevant subject area.
- Current registration with the Nursing and Midwifery Council / Health and Care Professions Council
- Fellowship of the Higher Education Academy
- Recordable teaching qualification (or equivalent)

Knowledge

- Knowledge of current professional, statutory, regulatory body standards and policies related to student recruitment
- Knowledge of wider access/alternative routes into higher education across subject areas relevant to School.
- Knowledge of relevant contemporary issues, policy and legislation related to widening participation i.e. equality, diversity and inclusion

Experience

- Experience of managing and implementing projects and strategic initiatives.
- Experience of managing deployment, performance and development of staff.
- A clear commitment to excellence in teaching and learning, with a strong focus on personal and professional development.

- Demonstrable authority in communicating the UK-based higher education context, in particular the relationship between key University KPIs, policies and requirements, and the broader obligations placed on institutions by government, etc.
- Evidence of leading and participating actively in internal and external networks, professional bodies, committees, national working groups and external partnerships.
- Extensive experience of working in higher education
- Evidence of leading/contributing to change and enhancement led projects
- Experience of student recruitment, widening access and widening participation related activity within higher education

DESIRABLE REQUIREMENTS

Qualifications and Professional Memberships

- Doctoral qualification or working towards.
- Senior / Principal Fellowship of Advance HE

Knowledge

- Knowledge of primary targets and benchmarks related to the recruitment of students and/or widening participation.
- Understanding of the role of digital marketing, communications and social media in supporting student recruitment and widening participation within a higher education context.

Experience

- Evidence of impact related to student recruitment, selection and/or widening participation projects.
- Experience of leadership in relation to student recruitment, selection and/or widening participation.
- Evidence of scholarship and research output related to student recruitment, selection and/or widening participation.

BEHAVIOURS

Behaviour 1: Communication - Ability to receive, understand and convey information requiring careful explanation and information of a complex or conceptual nature, in a clear and accurate manner

Behaviour 2: Team Development - Experience of providing advice or guidance to new starts delivering training or instruction to others on specific tasks or activities

Behaviour 3: Service Delivery - Experience of exploring and adapting a service to meet customers' expectations and also identifying ways of improving standards

Behaviour 4: Teaching and Learning Support - Experience of providing standard information or delivering teaching or training, designing content or learning materials within existing frameworks and developing innovative approaches to learning experience and the curriculum

Behaviour 5: Decision Making - Experience of using own judgement to make decisions, making collaborative decisions with others to reach conclusions and providing advice or information that will influence the decisions of others

Behaviour 6: Pastoral Care and Welfare - Experience of calming and reassuring those with work/study related problems who may be experiencing distress and dealing with difficult welfare situations or confidential matters

Salary: 58225.00 - 67468.00 GBP per Year

Position Type: Full Time , Permanent 35.0 Hours per Week