

**AMBITION
DELIVERED
TODAY**



**UNIVERSITY
OF THE YEAR
TIMES HIGHER EDUCATION**

THE Awards
2025



**TEF
2023**
Teaching Excellence Framework



**Director of Student
Recruitment
& Marketing**

Welcome

Thank you for your interest in joining our University as Director of Student Recruitment & Marketing. This is a pivotal leadership role at the heart of our mission to attract and inspire students from across the UK and around the world.

As a member of our senior leadership team, you will provide strategic direction for all home and international student recruitment and marketing activities, ensuring that we meet ambitious growth targets while safeguarding and enhancing our reputation and brand. Your expertise will help us shape innovative campaigns, strengthen our global presence, and deliver measurable outcomes that support our institutional objectives.

We are seeking a visionary leader with a proven track record in student recruitment and marketing. You will bring expert knowledge of UK and international education markets and the ability to lead cultural and operational change. Your leadership will inspire high-performing teams and foster collaborative relationships across academic schools, professional services, and external partners.

This is an exciting opportunity to make a significant impact – developing strategies that not only drive student recruitment but also communicate the achievements and aspirations of our University to diverse audiences.

If you share our commitment to excellence, innovation, and inclusivity, we look forward to receiving your application and exploring how your skills and vision can help shape the future of our University.

With best wishes

Professor Paul Croney OBE
Vice-Chancellor and Chief Executive



Director of Student Recruitment & Marketing

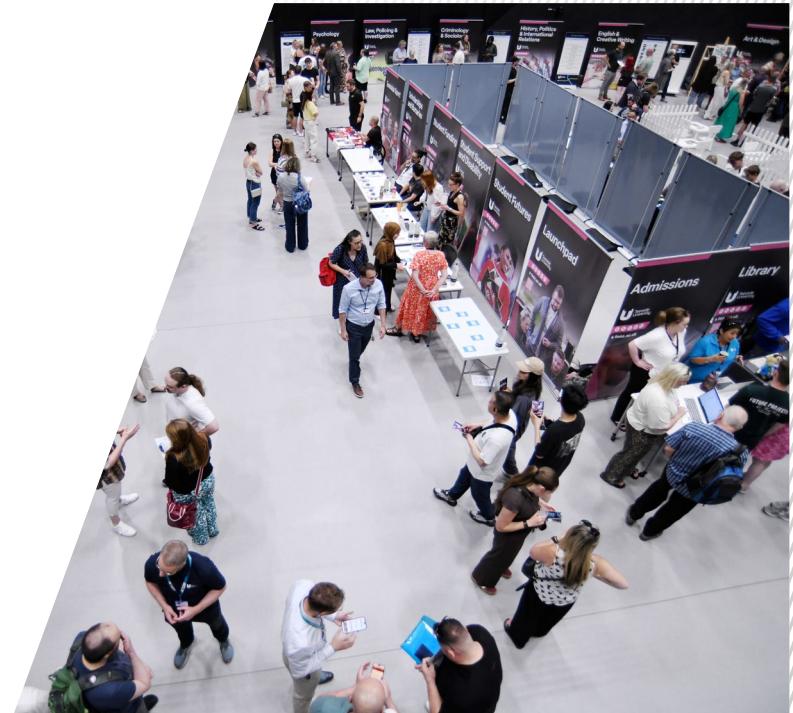
Summary of the role

As Director of Student Recruitment & Marketing, you will provide strategic and operational leadership across all areas of the University's activities in this area. Leading a large team of experienced professionals, you will be responsible for understanding and navigating the challenging higher education student recruitment landscape and providing solutions which deliver student numbers.

This is an exciting opportunity for a highly experienced leader who can inspire engagement across a complex organisation, while bringing strategic insight and initiative to a mission-critical part of the University.

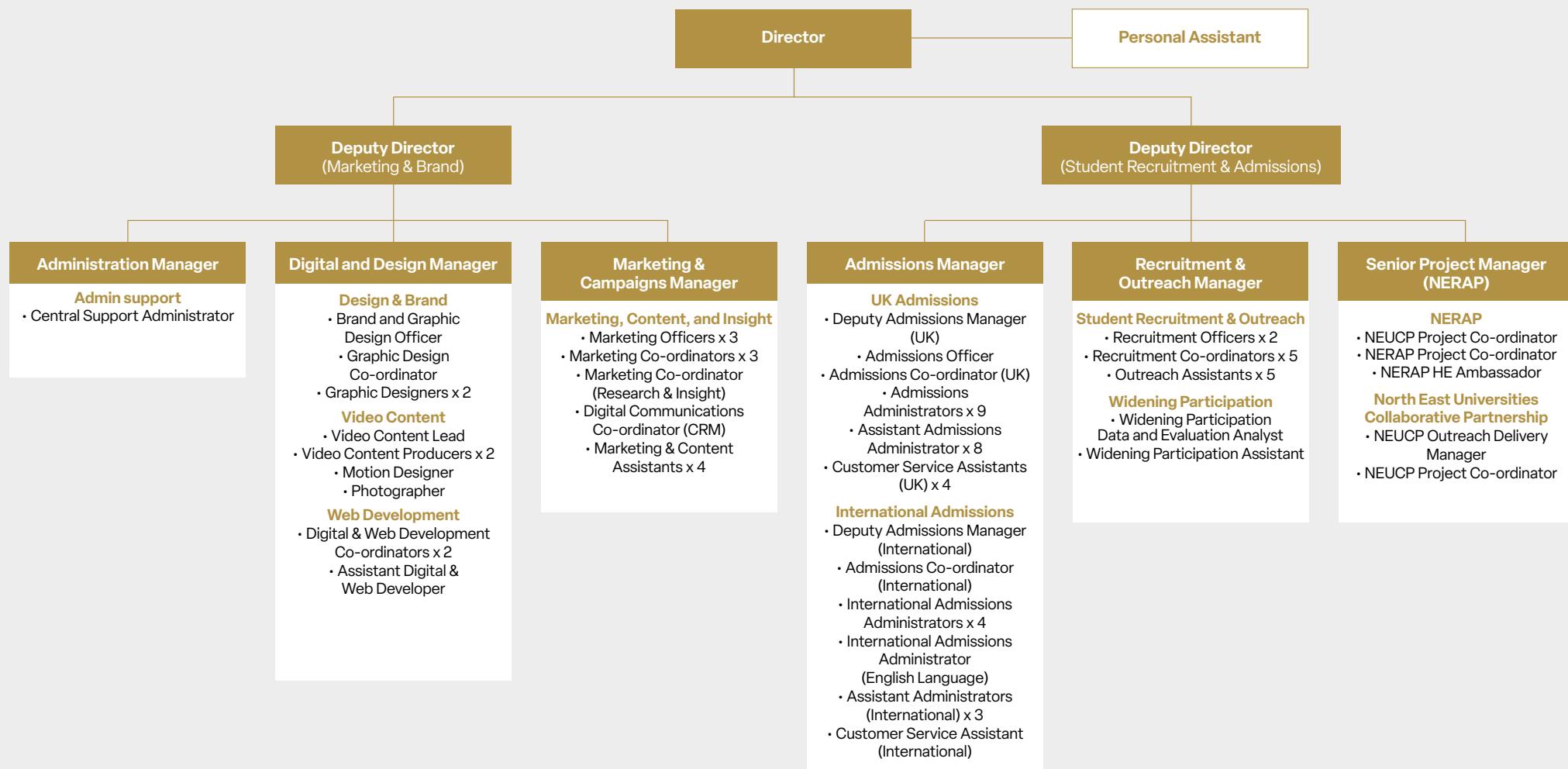
You will:

- > lead all aspects of Student Recruitment & Marketing strategy and operations, providing solutions which deliver challenging student number targets
- > lead and manage staff across the department and wider University in relation to student recruitment activities
- > work with the Chief Operating Officer and wider University Executive to ensure the University is positioned positively in market
- > be responsible for the development of the University brand and reputation in markets
- > work collaboratively with the wider University Senior Management team to deliver University KPIs
- > develop and foster partnerships which champion the University's mission, vision and values.



The Department of Student Recruitment & Marketing

The Department of Student Recruitment & Marketing (SRM) is a central professional service that plays a critical role in delivering the University's corporate strategy. Working across the institution, the team is responsible for driving student recruitment and income growth while strengthening and protecting the Teesside University brand. SRM supports a wide and varied portfolio, including UK student recruitment, marketing and brand (UK and international), digital and design (UK and international), admissions (UK and international) and central support services. The department also works closely with colleagues to enable and promote business engagement and enterprise, research and innovation, and learning and teaching activity, ensuring a joined-up, audience-focused approach to reputation, recruitment and impact.



Director of Student Recruitment & Marketing

The role

POST TITLE:

Director of Student Recruitment & Marketing

GRADE:

Management

RESPONSIBLE TO:

Chief Operating Officer

JOB PURPOSE:

To provide strategic leadership for all home and international student recruitment and marketing activities to ensure delivery of student recruitment targets, and ensure maintenance and development of University reputation and brand.

Main duties and responsibilities

1. To provide strategic leadership and direction to the University's marketing and student recruitment staff, ensuring that high-quality, cost-effective services are delivered to have quantifiable impacts on the University's institutional objectives.
2. To develop and implement marketing and recruitment strategies which generate enquiries and applications for conversion by the University's Academic Schools.
3. To develop and implement corporate campaigns which enhance and protect the University's reputation, build brand equity and support institutional aims.
4. To lead on the planning and development of on and offline communications campaigns which build relationships with external stakeholders through the communication of University news and achievements.
5. To ensure the co-ordination of the University's student recruitment and marketing activities in order to present coherent and consistent messages to stakeholders.
6. To deliver marketing support to the University's changing portfolio of academic courses in order to ensure sustainability and growth.
7. To ensure that all departmental objectives have quantifiable KPIs and that marketing, recruitment and development campaigns have measurable outcomes.
8. To act as the senior professional adviser on marketing to the Vice Chancellor and the University Executive Team (UET).
9. To formulate and monitor financial plans for the department and for all marketing and recruitment campaigns.
10. To maintain a well-motivated and proficient complement of staff capable of working to the highest professional standards.
11. To adhere to the University's Health and Safety policy and guidelines.
12. To promote equality and diversity for staff and students.
13. Such other duties and responsibilities of relevance to the role as may be required from time to time by the Chief Operating Officer and/or the Vice-Chancellor.

Director of Student Recruitment & Marketing

The person

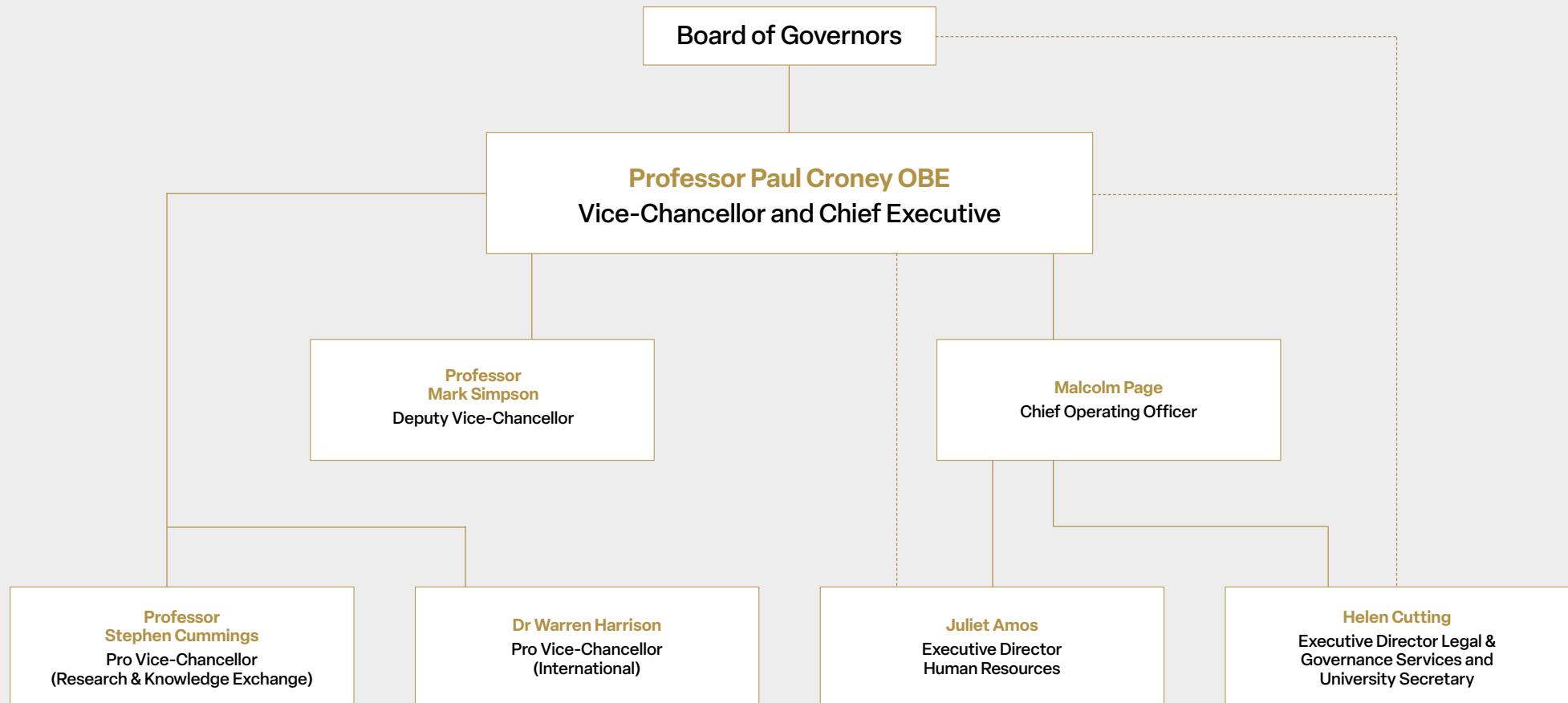
| Criteria | Specification | Method of assessment |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Essential criteria | | |
| Qualifications | <ul style="list-style-type: none"> > At least an undergraduate degree in any discipline | Application form/qualification check |
| Knowledge and expertise | <ul style="list-style-type: none"> > A student recruitment expert, with current demonstrable experience of leadership in a complex organisation > Experience of working within, and substantial knowledge of, the higher education sector > Appreciation of higher education institutions, the breadth and capability of members of their communities, and the challenges and opportunities facing individuals and organisations > Expert knowledge of UK student recruitment and widening access trends and practice > In-depth knowledge of international education markets, regulatory environments, and compliance requirements, including UKVI regulations > Experience of implementing (and ideally developing) an effective organisational brand narrative > Significant experience of resource management including budget preparation, monitoring and control > Extensive experience of working at a senior management level in a complex and large-scale organisation > Credible evidence of having developed and established productive networks in and across higher education, combined with knowledge of trends outside higher education, especially in schools, further education and the private sector > Evidence the use of market insights to inform and influence strategic decisions > Experience of leading continuous innovation | Application form/interview |
| Leadership and management | <ul style="list-style-type: none"> > A breadth of leadership and management experience, including operational and cultural change > Proven track record of leadership in international and UK student recruitment and admissions within the higher education sector > Demonstrable experience in managing external partnerships, including pathway providers and international institutions > Capability to manage relationships at a senior level with the ability to influence and persuade senior professional services and academic colleagues in order to garner trust, confidence and respect > Significant experience of people management, including a strong understanding of core HR processes and principles > Experience of reporting to a member of the Senior Leadership Team e.g. COO/PVC in a complex organisational structure | Application form/interview |

Director of Student Recruitment & Marketing

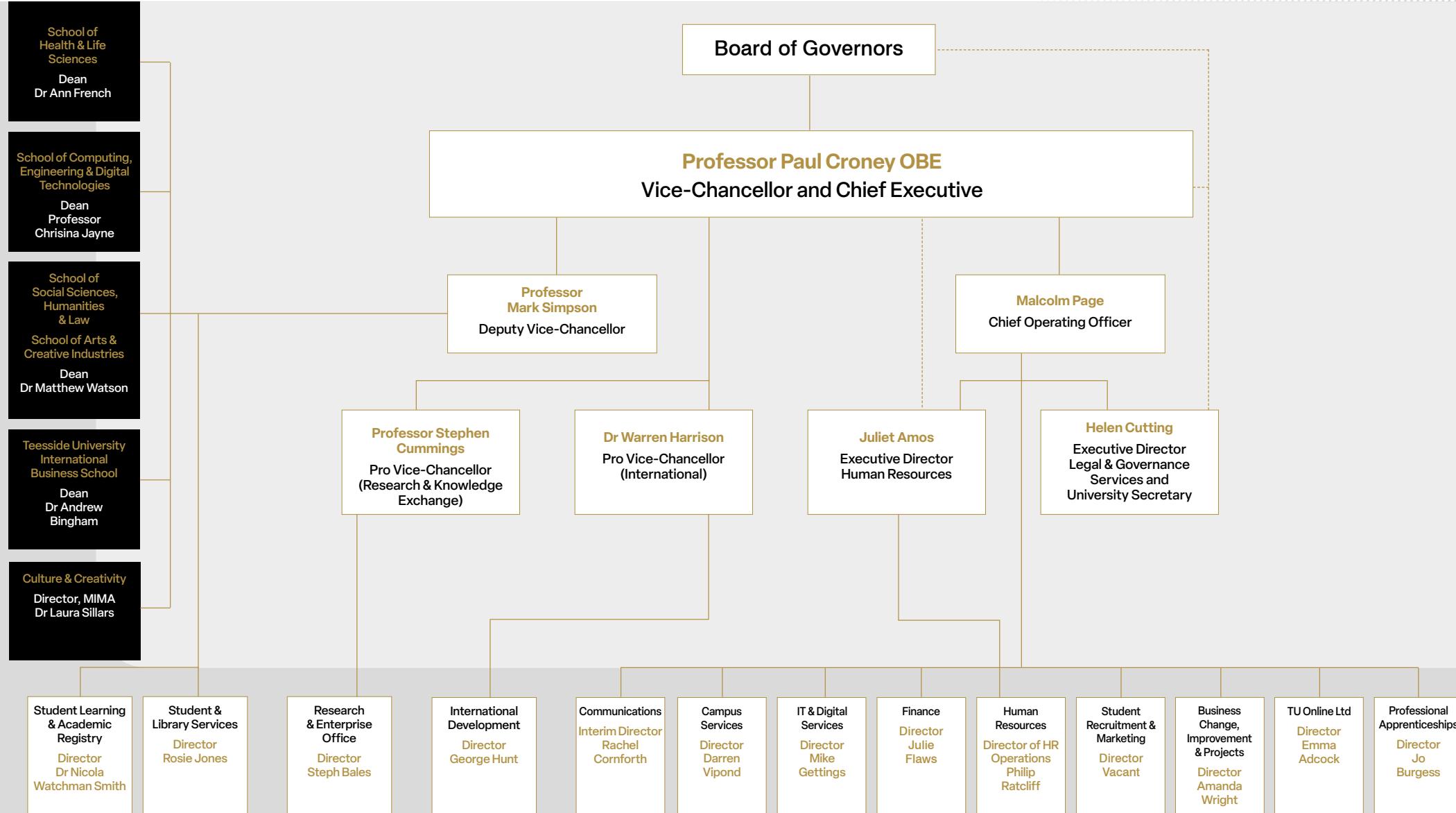
The person

| Criteria | Specification | Method of assessment |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Skills | <ul style="list-style-type: none"> > Strategic thinking, alongside the ability to deliver practical outcomes, and the ability to make strategic decisions in a fast moving and dynamic environment > Outstanding interpersonal skills, including the ability to write proposals for new initiatives and change – and the ability to interact with confidence and credibility in negotiating with stakeholders on behalf of a partner organisation > Strong strategic and analytical skills with experience in developing and executing global recruitment strategies > Strong commercial acumen with excellent strategic thinking skills and experience of writing and delivering persuasive business cases > Excellent communication, stakeholder engagement, and team leadership skills > Ability to lead, coach and develop individuals and drive a high-performance culture which inspires creative thinking and problem-solving > A results-driven approach with the ability to manage multiple priorities and adapt to a dynamic international landscape > Resilience and the ability to remain calm, professional and focused at all times | Application form/interview |
| Business requirements | <ul style="list-style-type: none"> > A willingness and ability to travel within the UK > A willingness and desire to be present on campus for the majority of the working week and maximise face to-face time > A willingness and ability to be present and oversee all major events, including Open Days and Offer Holder Days, some of which occur on weekends/out of standard working hours | Application form/interview |
| Values | <ul style="list-style-type: none"> > Demonstrate commitment to the University's Vision, Mission, and Values and to work within university policies and procedures | Application form/interview |
| Desirable criteria | | |
| Qualifications | <ul style="list-style-type: none"> > A master's degree in business administration, marketing or a related field | Application form/qualification check |
| Knowledge and expertise | <ul style="list-style-type: none"> > Previous commercial experience and international awareness > Membership of a professional organisation e.g. CIM | Application form/interview |

University Executive Team



University Senior Management Team



World-leading research

At Teesside University, research is powered by the expertise of our academics. Our engaged approach delivers real impact across economic, social, and cultural spheres, benefiting students, partners, and communities.

Our research is bold, relevant, and globally connected. From shaping international health policy on obesity and jet lag, to advising the UK government on Net Zero, tackling organised crime, and revolutionising digital practices in construction – Teesside researchers are solving the world's most pressing challenges.

The majority of our research was judged to be world-leading or internationally excellent.

(*REF2021)

Rated world-leading or internationally excellent in the latest Research Excellence Framework (REF), our work is deeply collaborative. We partner with businesses, charities, governments, and the public to ensure our research delivers value – locally, nationally, and globally.



Innovation with impact

Our Launchpad start-up hub fuels entrepreneurial talent and regional growth. Teesside start-ups rank 7th nationally by turnover, generating £118m and supporting 645 jobs across the UK last year.

We work closely with industry to co-create solutions, enrich our curriculum, and provide placements and internships – a commitment recognised through our Customer First accreditation.

Our approach to research and innovation has earned us recognition as one of the UK's most engaged universities, demonstrated through our continued improvement in the Knowledge Exchange Framework. Teesside excels in CPD and start-up activity, ensuring knowledge flows beyond campus and into the communities we serve.

Innovation is a catalyst for change at Teesside University. We turn ideas into impact, powering progress through bold thinking, strategic partnerships, and entrepreneurial energy.

At Teesside, innovation means creating a future where everyone benefits from progress.

VERY HIGH ENGAGEMENT

- Working with business**
- CPD and graduate start-ups**
- Local growth and regeneration**

KNOWLEDGE EXCHANGE FRAMEWORK*

KEF
5



Campus masterplan

Teesside University is proud to be one of the UK's most financially resilient higher education institutions – debt-free, consistently in budget surplus, and strategically investing to provide an excellent learning and teaching experience.

At the heart of this commitment is our £300m Campus Masterplan – a transformative initiative creating world-class spaces for learning, collaboration, and discovery.



Middlesbrough



London

Located in the heart of the Tees Valley, our main campus in Middlesbrough has undergone a remarkable transformation with over £300m invested to date. Highlights include:

- **Student Life:** a £13.2m one-stop facility for student support services
- **BIOS:** a £36.9m medical science facility advancing health and life sciences
- **Digital Life:** £41.4m centre for gaming, animation, and digital technologies



Our multi award-winning campus now rivals the best in the sector, with developments recognised by RICS, BREEAM, Green Apple Awards, and Constructing Excellence.

Darlington



A short journey from the Middlesbrough campus, with excellent local transport links, this campus houses our National Horizons Centre of excellence for biosciences, and a health and life sciences facility.



£300m Campus Masterplan

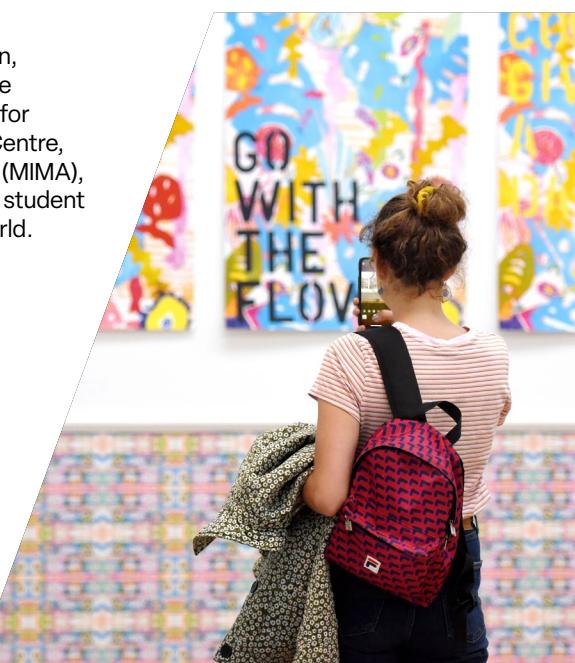


Award-winning buildings:
BIOS
Digital Life



Green Apple, RICS, BREEAM, Constructing Excellence awards, EcoCampus Gold

Beyond facilities, our investment reflects a deeper commitment to research, innovation, and community impact. Strategic assets like the National Horizons Centre of excellence for biosciences, Net Zero Industry Innovation Centre, and Middlesbrough Institute of Modern Art (MIMA), our on-campus Tate+ art gallery, enrich the student journey and connect learning to the real world.



Global reach

Teesside University is a truly global institution, connecting students and staff through international opportunities, world-class partnerships, and collaborative research networks.

Our commitment to global engagement is reflected in a 60% rise in international mobility, enabling more students to study, work and collaborate across borders.

In the International Student Barometer Survey (Autumn) 2024* 94.4% of students studying at Teesside University were satisfied with overall happiness.

165,000
alumni across 170 countries

60%
increase in student mobility

**RANKED
2ND**

in the Times Social Inclusion Index



Local impact

At Teesside University, we are a recognised driver of economic growth, directly and through our partnerships. We are an engine of opportunity and social mobility – proud to serve our communities and play a vital role as an anchor institution within the Tees Valley.

We work with local partners, businesses, and the creative industries to shape a smarter, stronger, and more vibrant region. Our commitment to place is reflected in everything we do, from widening access to education, to driving innovation and cultural engagement.

In 2026, we will proudly host the Turner Prize at MIMA, our Middlesbrough Institute of Modern Art, further cementing our role as a cultural and civic leader in the North East.

Teesside University is not just part of the Tees Valley, we're helping shape its future.



Turner Prize hosted at MIMA in 2026



£105m annual GVA contribution



£80m Investment Zone partner



Creative industries and civic engagement



Powered by people united by purpose

Our staff are the driving force behind our success. Their passion, expertise, and dedication drive student success and institutional excellence.

Team Teesside is a bold, collaborative community united by a shared commitment to excellence. With 87% staff satisfaction, our people feel valued, supported, and empowered to make a difference.

We are proud to have achieved Investors in People Gold for five consecutive accreditations, reflecting our commitment to nurturing talent and fostering a positive workplace culture.

Our focus on wellbeing, inclusivity, and professional development is recognised through a range of prestigious awards and accreditations – evidence that when our people thrive, so does our University.



What does Team Teesside mean to our staff?
Click [here](#) to find out.

87%

staff satisfaction

**INVESTORS IN
PEOPLE GOLD**
(5 CONSECUTIVE ACCREDITATIONS)

**BETTER HEALTH
AT WORK**
(MAINTAINING EXCELLENCE)



Better Health
at Work Award
Maintaining Excellence



**ATHENA SWAN, DISABILITY
CONFIDENT LEADER,
MINDFUL EMPLOYER**



INVESTORS IN PEOPLE
We invest in people Gold



Teesside University in numbers

£300m+

LAST 10 YEARS

OVER £300M+, FROM CASH RESERVES, INVESTED IN OUR CAMPUSES

£24.9M

AVERAGE ANNUAL CASH SURPLUS
OVER LAST FIVE YEARS

OVER

£105M

**OVER
£200M**

DEBT FREE

Our robust financial management has ensured that the University remains in surplus and carries zero debt

2,668

IPADS, KEYBOARDS AND
CASES DEPLOYED TO FIRST YEAR
UNDERGRADUATES

21,569

Total number of students (based on
2024/25 HESA student records)

79%

THE AMOUNT OF GRADUATES
THAT ENTER HIGH-SKILLED
EMPLOYMENT OR GRADUATE-
LEVEL FURTHER STUDY

**GVA ANNUAL
CONTRIBUTION TO
THE TEES VALLEY**

(TEESSIDE UNIVERSITY
ECONOMIC IMPACT
REPORT 2025)

780

Through our on-campus
business support, our
graduates have launched
over **780** new businesses

3,096

Total number of
staff in 2024

£3,253

SERVICES AND FACILITIES
SPEND PER STUDENT

£300m

CAMPUS MASTERPLAN

1,438

Students studying
in partner institutions
overseas

TEF GOLD
ACROSS ALL AREAS

165,000

We have more than **165,000** alumni from over
170 different countries who are part of an active
community of global Teesside graduates

[Find out more](#)

Teesside and the region

Teesside is known for its exciting mix of industry, culture and striking scenery.

From the nearby stunning coastline to the area's vibrant towns and glorious countryside, this is a place where old and new, urban and rural, and culture and commerce converge.

Cushioned between County Durham and North Yorkshire, each corner of Teesside – or the Tees Valley – is a unique destination waiting to be discovered. Darlington, Hartlepool, Middlesbrough, Stockton-on-Tees and Redcar & Cleveland are all bursting with things to do, places to see and stories to tell.

Middlesbrough Institute of Modern Art (MIMA) is one of the UK's leading galleries for modern and contemporary art and craft, and is part of the University.

Baker Street and Bedford Street are collectively unique and home to an emerging and growing collection of truly British homegrown independent retailers and service providers at the heart of Middlesbrough's cultural renaissance.

Then there's the North York Moors National Park, with its spectacular views and historic sites, as well as the stunning beaches of Redcar and Saltburn-by-the-Sea all close to our Middlesbrough campus.

The Tees Valley enjoys easy access to the rest of the country with London, Edinburgh and Manchester an easy two-and-a-half hour train journey away and Newcastle, York, Leeds and the Lake District all within an hour's drive.

[Discover more about our region](#)



Vision, mission and values

VISION

Teesside will be a leading university with an international reputation for academic excellence that provides an outstanding student and learning experience underpinned by research, enterprise and the professions.

MISSION

Teesside University generates and applies knowledge that contributes to the economic, social and cultural success of students, partners and the communities we serve. Through education enriched by research, innovation, and engagement with business and the professions, we transform lives and economies.

VALUES



Delivering
Excellence



Empowering
Individuals



Embracing
Diversity



Communicating
Openly



Fostering
Creativity



Committing to
Sustainability



Taking
Responsibility

Director of Student Recruitment & Marketing

How to apply

Teesside University has appointed [Veredus](#) to assist with the recruitment of the Director of Student Recruitment & Marketing.

To apply for this post, you need to submit the following documentation to us by no later than 9.00am on Monday 2 February 2026:

- > a full curriculum vitae
- > a covering letter (maximum of two pages) outlining your motivation for this role, your relevant experience and how you meet the criteria of the person specification
- > details of two referees, though please note that we will not approach your referees without your prior consent and only should you be shortlisted
- > a completed Equality and Diversity Monitoring Form and a completed Candidate Supporting Information Form*.

To apply, please go to the 'Apply Here' button on the How to Apply page within the microsite:
[Recruitment of Director of Student Recruitment & Marketing](#).

All submissions receive an on-screen acknowledgement upon submission. Should you encounter any issues or be unable to apply online, please contact education@veredus.co.uk

Further information

Should you wish to discuss the role in strict confidence, please contact:

- > Reece D'Alanno on reece.dalanno@veredus.co.uk
- > Nataliya Starik-Bludova on nataliya.starik-bludova@veredus.co.uk

Indicative recruitment timeline

| Milestone | Date |
|-------------------------------------|---------------------------------------|
| Closing date | 9.00am, Monday 2 February 2026 |
| Preliminary interviews with Veredus | w/c 9 February 2026 |
| Shortlisting | w/c 16 February 2026 |
| Final panel interviews | w/c 2 March 2026 |

GDPR

At Veredus, we take care to protect the privacy of our candidates and clients. To read more about how we collect, store and share your data please read our privacy notice which can be accessed here: [Veredus | Privacy Policy](#)



**AMBITION
DELIVERED
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Teesside University
Middlesbrough
Tees Valley T: +44 (0) 1642 218121
TS1 3BX UK tees.ac.uk

For further information on citations visit
tees.ac.uk/source