Dean for UK Student Recruitment

Overview
The Dean for UK Student Recruitment is responsible to the Vice-Principal for Global Engagement and has strategic responsibility for the coordination of UK domiciled student recruitment activity including UG, PGT, widening access, domestic FE articulation from Further Education, and other Scottish and UK government priority areas, including STEM. The role holder will take a leading role in ensuring the effectiveness of the University’s approach to student recruitment from Scotland and the wider UK and that appropriate actions are in place to ensure the delivery of the University’s UK student recruitment and widening access strategies and objectives.

The Dean for UK Student Recruitment will be expected to work under the direction of the Vice-Principal for Global Engagement, but also to work closely with the Vice-Principal for Education and other members of the University Senior Management Team, Deans, Heads of School, Heads of Professional Services, and other senior managers.

The Dean will sit on relevant University Committees and Working Groups, and relevant committees in and across the Schools as appropriate and represent the University on relevant external consultative bodies as required.

Principal areas of responsibility

- Acting as a source of accurate and informed perspective on all matters relating to the University’s UK student recruitment activity and engagement, its benchmarked performance in these matters, and progress towards its commitments and objectives.
- Acting as a source of accurate and informed perspective on all UK government, Scottish Government and Scottish Funding Council policy matters relating to Scottish and wider UK student recruitment matters, and associated reporting requirements, including on widening access.
- Acting as a champion for the recruitment of UK students, and the effective promotion of the University as a destination of choice for students from Scotland and the wider UK, including to both undergraduate and taught postgraduate programmes of study, and from all backgrounds.
- Leading interaction with Schools and professional service areas to deliver strategic initiatives to encourage Scottish and UK student applications for study, the conversion of those applicants to enrolment, and actively monitoring the effectiveness of those initiatives in terms of their impact on prospective student attraction and conversion.
- Leading the oversight, implementation and monitoring of widening access strategy and policy, including student recruitment from SIMD backgrounds and from underrepresented and disadvantaged applicant groups, including through contextualised admissions and other initiatives, and the ongoing effectiveness review of these policy initiatives.
- Leading the University’s engagement with the Scottish FE College sector and the University’s Scottish FE partners with respect to existing articulation arrangements, the ongoing monitoring and review of the effectiveness of those articulation arrangements, and the potential expansion of such arrangements.
- Facilitating strategic engagement with potential external collaborators and FE articulation partners to enable the progression of students from wider Scotland and the rest of the UK, and particularly those from widening access, underrepresented and disadvantaged backgrounds.
- Leading the University’s engagement with external funding sources and bodies supportive of widening access and participation to represent the work of the University, and showcasing the effectiveness of these initiatives, with a particular view to securing external funding.
- Reviewing the University’s approach to and effectiveness of its UK student fees and, scholarships, other financial support arrangements, and study and accommodation packages, including those specifically designed for Scottish and rest of UK students, and widening access and disadvantaged background students, and making recommendations thereon.
- Convening relevant working groups established to progress the recruitment of students from Scottish, wider UK, and widening access and participation backgrounds. Promoting links with external organisations and stakeholders to raise the Scottish and wider UK student recruitment and widening access profile of the institution.