



THE
BEDFORD
COLLEGE
GROUP

Director of Marketing and Student Recruitment

ATTITUDES

KNOWLEDGE

SKILLS



Candidate Information Pack
January 2025
www.fea.co.uk/job/tbcg-dmsr/

Welcome

Dear Colleague,

Thank you for your interest in the role of Director of Marketing and Student Recruitment at The Bedford College Group (TBCG). The Group is the seventh largest further education college group in the sector by income and comprises seven distinct colleges with three further educational colleges, two sixth form colleges, one agricultural college and one national college for motorsport.

Our values are extremely important to us and keep the student at the heart of everything we do, but none more so than those of valuing teamwork, continuously improving, caring and inclusive, all of which sit at the heart of this role.

The successful candidate will increase student admissions, deliver an outstanding student recruitment experience and enhance the Group's reputation. You will lead, mentor and inspire a talented team to shape a collaborative, innovative and high-performing working environment.

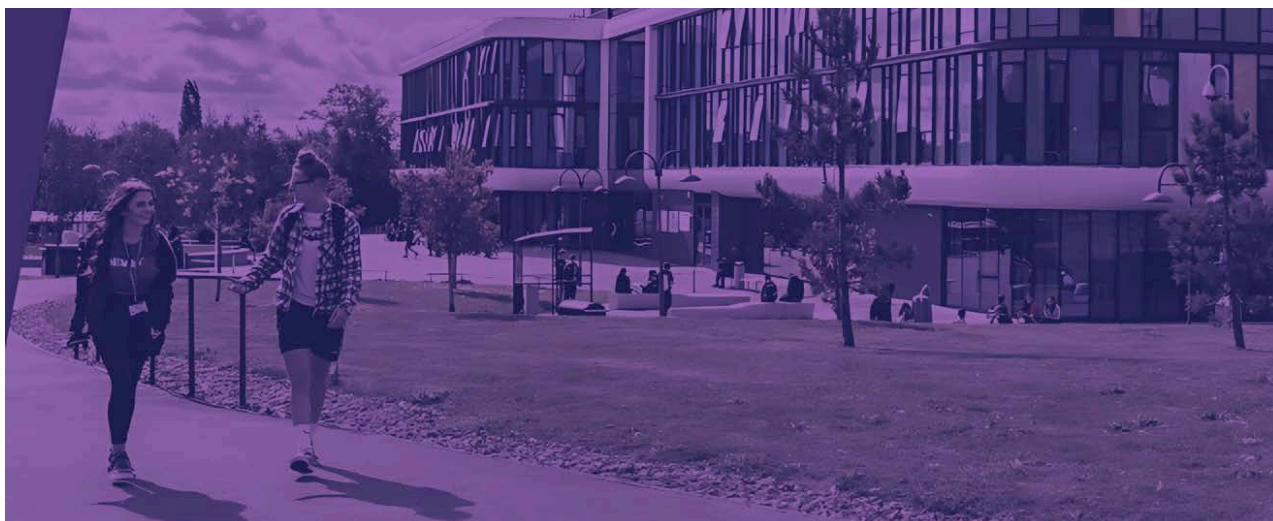
To succeed in this role, your strategic vision and operational leadership will drive compelling marketing and admissions initiatives to promote our mission and values.

You will be coming to TBCG at an extremely exciting period of change, having joined as the new CEO in January 2024 the Group is being led with a passionate commitment to and vision of excellence that will take us forward in the next stage of TBCG's evolution.

Interested parties are strongly encouraged to contact our FE Associates recruitment partner, Amanda.Hart@fea.co.uk, to arrange an initial discussion prior to submitting an application.

With best wishes

Yiannis Kouris
Group Chief Executive



About Us

TBCG is one of the largest FE providers in England and has grown rapidly in the last few years. Initially based on the old Bedford College site, through mergers and acquisitions, this year we have grown to have approximately 18,000 learners on multiple sites. In 2018, it successfully merged with Tresham College to create pan-Bedfordshire and North Northamptonshire provision based on the concept of developing regional market towns, and this has been boosted by Central Bedfordshire College (CBC) deciding to join the Group in February 2023. The Group has an Ofsted judgement of 'good', having rapidly improved the quality rating of Tresham on merger. These developments mean that TBCG has geographical sites in Bedford, Kettering, Corby, Wellingborough, Silverstone (housing a specialist motorsport facility), Shuttleworth (a land-based campus), and CBC sites in Dunstable and Leighton Buzzard.

Our strategic plan from 2022 to 2027 has a straightforward but challenging aim: 'to be the best and most authoritative further education provider in the South East Midlands'. This reflects both our current position as being the largest provider of FE in the region and also our ambition to be recognised as a system leader in national FE and a major source of civic leadership within our communities. TBCG is explicitly a regional institution and has no interest in being a national group or in growing for the sake of growth. Our rationale for expansion has been (and will continue to be) to achieve the benefits of regional integration, and its location is a major strength sited, as it is, within the southern part of the Oxford-Cambridge Arc and within easy commuting distance of London. Economic growth and employment opportunities are buoyant (under almost all economic models) and population growth and long-term demographic projections are strong. The region has genuine world-class employers with needs requiring world-class technical skills, and TBCG is committed to



making a substantial contribution with regional partners to achieving this. We are also aware that advances in digital technology will change many aspects of how FE operates and we intend to be a leader in this area as well.

Notwithstanding such ambitions, TBCG will remain a values-driven institution with its students and the communities it serves at its heart, and with a strong commitment to equality, diversity and inclusion (our strategic plan reaffirms this). TBCG has always striven to do what is best for its students and, thereby, to promote educational excellence by delivering programmes that stretch and challenge them. Continuing to enhance the quality of provision and student and employer satisfaction is at the heart of our strategic plan.

The strategic plan is available on our website and has been included on the FE Associates microsite for this role. The financial position of the Group is strong and it has a reputation in the sector for excellent financial management including having retained an ESFA financial rating of 'outstanding' for many years. Clearly, the national funding environment is difficult, particularly given inflation and the challenges of many aspects of staff recruitment and reward. Nonetheless, TBCG is better placed to weather such storms than the vast majority of the sector and we have a strong working relationship with our banks.

Our CEO, Yiannis Koursis OBE, continues to build on the Group's strong reputation, guiding us through the next phase of our journey. Yiannis has been transforming the lives of students for more than 17 years, having held senior roles in further education at colleges across the UK. In recognition of his exceptional contributions to social progress and development, he was awarded an OBE in 2022 and a fellowship from the Royal Society of Arts in 2020. Yiannis is a passionate national advocate for further education, championing its power to transform lives and tirelessly promoting the sector as a vital force for opportunity and growth.



Job Description

Job title: Director of Marketing and Student Recruitment

Reports to: Executive Director of Strategy

Direct reports: Head of Customer Contact and Admissions, Head of Events and Engagement, Head of Marketing and Branding

Salary: Competitive

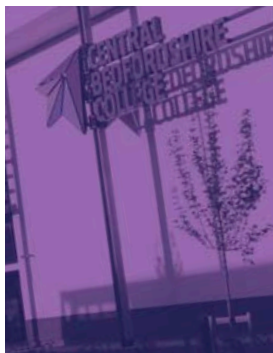
Job Purpose

The Director of Marketing and Student Recruitment will provide strategic and operational leadership to deliver the Group's student recruitment and marketing strategy to achieve targets relating to student numbers, the student recruitment experience and the enhancement of the Group's reputation and profile, as well as ensure the alignment to the Group's corporate strategic plan. Operating with credibility, experience and confidence, you will provide leadership for a range of areas including: marketing, brand development and management; events and schools engagement; and customer contact management, admissions and enrolment.

Key Responsibilities

Specialist Area

- To lead on developing the marketing and student recruitment strategy, in line with the Group's Strategic Plan and Curriculum Strategies, and ensure that it is effectively implemented.
- To lead on overseeing the creation and implementation of effective brand marketing plans, event and schools engagement plans, and customer contact and admissions plans to achieve set targets.
- To champion the use of customer, competitor and market insight to inform decisions and ensure robust measurement of impact and return on investment, including providing regular analysis.



Specialist Area cont'd

- To lead on developing an attractive student engagement journey from enquirer through to enrolled student that maximises conversion and provides an outstanding student experience. This will include leading on enrolment across the Group and chairing the enrolment working group.
- To lead on overseeing the Group's compliance with the Consumer Protection Law (CPL), including developing and overseeing the implement of the Group's CPL Policy, training staff and monitoring compliance.
- To lead on driving the Directorate's digital strategy (including the Group's websites, email and CRM platforms), and identify and oversee the implementation of digital innovations where new technologies, automation, artificial intelligence (AI) and emergent technology can support the team.
- To lead on the Group's brand execution to drive engagement, affinity and advocacy, including core positioning, visual identity and training and guidance for relevant staff and partners.
- To work with the Head of Corporate Communications to ensure the Group's brand narrative and story is consistent across all external and internal communications activities.
- To maintain knowledge of the further and higher education sector developments and expertise in marketing and student recruitment innovations to drive a culture of continuous improvement within the team.
- To provide expert, high quality professional advice, support and information to all levels of the Group on the planning, implementation and achievement of its marketing and student recruitment objectives.
- To manage relationships with external partners and suppliers, maintaining the working relationship between the two parties and negotiating contracts.
- To build relationships with key stakeholders and curriculum teams in individual colleges to ensure on-going dialogue to deliver objectives.
- To be a member of the Chartered Institute of Marketing (CIM) and maintain CPD record each year.

Leadership and Management

- To be accountable to the Executive Director for the performance of the Directorate.
- To lead, motivate and empower staff to operate as high-performing, ambitious and creative teams.
- To ensure the effective performance of direct reports, through the setting of standards and targets, regular feedback and holding staff accountable when standards are not met.
- To champion a culture of transformation and celebration of differences, and lead staff in embedding behaviours and practices that fully incorporate equality, diversity and inclusion and the Group's values.
- To ensure effective strategies are in place to meet the current and future staffing needs of the Directorate.
- To effectively monitor and manage the Directorate's budget.
- To report to the Executive Director any relevant information regarding the Directorate or wider Group.

Leadership and Management cont'd

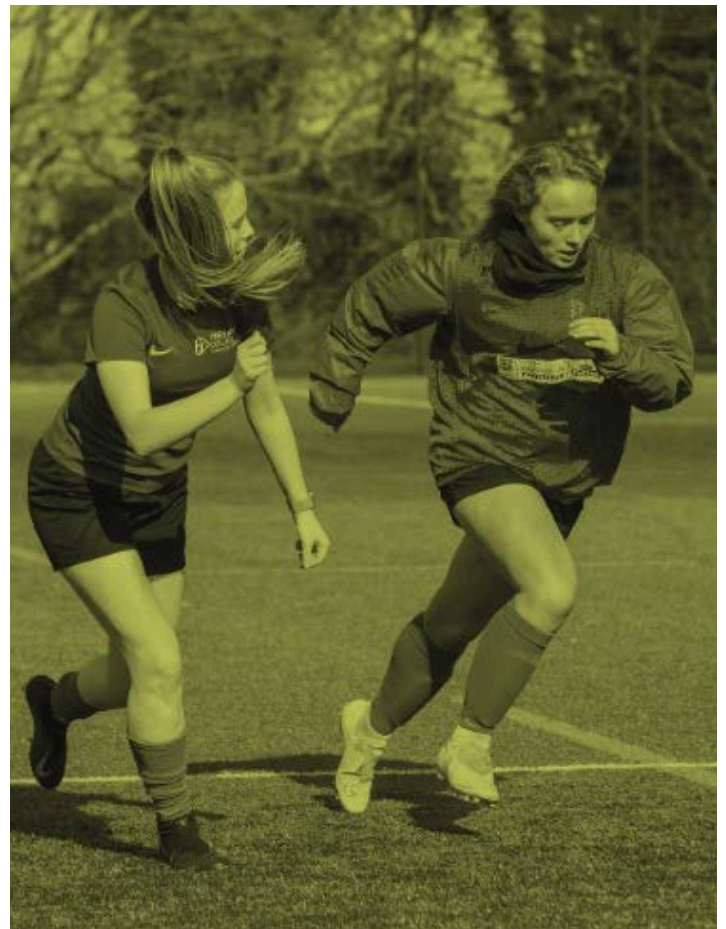
- To represent the Group at local, regional and national level as required, maintaining good relations with external stakeholders and partners, and developing networks that inform future partnerships.

Group-Wide Responsibilities

- To attend other Group campuses and external venues for team management, meetings etc.
- To support and participate in weekly meet and greet ID checks and walk rounds.
- To support and participate in invigilation during exam periods.
- To support and participate in recruitment and stakeholder events.
- To demonstrate professional behaviour and appearance at all times .
- To work in a flexible manner and be willing to undertake other duties as reasonably requested.

Statutory Duties

- SAFEGUARDING – To be responsible for promoting and safeguarding the welfare of children, young people and vulnerable adults and for raising any concerns in line with BCG policy and procedure.
- EQUALITY & DIVERSITY – To be responsible for promoting equality and diversity in line with BCG policy and procedure.
- HEALTH & SAFETY – To be responsible for following health and safety requirements in line with BCG policy and procedure.
- TRAINING & DEVELOPMENT – To participate proactively in training and development including any required qualification development.



Person Specification

Qualifications/Training

Essential

- Degree in marketing, or a professional marketing qualification at Level 6.
- Evidence of continuing professional development (CPD).

Desirable

- Postgraduate marketing qualification.
- Member of the Chartered Institute of Marketing (CIM)
- Chartered Marketer status.

Knowledge/Experience

Essential

- Substantial proven experience in a multi-disciplined marketing management role, producing, implementing and evaluating marketing activities.
- Experience of developing and implementing impactful marketing strategies and plans that are based on market and customer insight.
- Proven results in achieving growth in student numbers and a positive student experience directly attributable to marketing activity.
- Experience of leading the successful introduction of digital and technological developments, e.g. website and/or CRM.
- Experience of leading a high-performing team against clear objectives with measurable results and insights.
- Significant experience of working in a marketing role within the education sector.
- Experience of building successful relationships with a wide range of internal and external stakeholders.
- Experience of managing a multi-disciplinary team of staff and successfully recruiting, developing, training and performance managing staff.
- Experience of budgetary planning and financial management.



Knowledge/Experience cont'd

Desirable

- Experience of working in further or higher education.
- Experience of managing a complex, multiple brand architecture.
- Experience of managing the enquiries and admissions function.
- Experience of successfully implementing enrolment strategies which deliver a high quality student recruitment experience.
- Experience of putting in place strategies to ensure compliance with the Consumer Protection Law.

Essential Skills

- Excellent and effective negotiation, influencing and communication skills, with the ability to inspire colleagues to work collaboratively.
- Ability to multi-task and manage competing and challenging deadlines.
- The ability to influence and negotiate at all levels of the organisation.
- Ability to benchmark cross-group marketing and student recruitment performance to demonstrate and improve return on investment.
- Ability to influence group decisions by providing expertise on marketing and student recruitment, and leading or participating in relevant projects and working groups.
- Strong leadership skills with the ability and confidence to manage a group of diverse direct reports and operate at a senior leadership level in managing change.
- Ability to identify operational and lean efficiencies through internal resource and technological capabilities and solid experience of supplier management and selection.
- Excellent project management skills with the ability to successfully manage cross-group projects.

Personal Attributes

- A dynamic and proactive approach to work.
- Ability to work effectively and under pressure and to deadlines.
- A "can do" attitude that will inspire enthusiasm in others.
- A professional approach to dealing with staff relationships, customers, and external agencies.
- Demonstrates a willingness to continuously develop personal knowledge and skills.

Additional Requirements

- Ability to travel to all campus locations.
- Ability to adapt working hours to changing needs in the business when these occur.
- A clear understanding of the appropriate professional boundaries and relationships that should be formed and maintained with children and young people.



The Bedford College Group

Terms and Conditions

The appointed candidate will receive the following:

- a competitive salary
- 35 days annual leave plus bank holidays
- a pension through the local government pension scheme

Key Dates

Closing date for applications:	9am Thursday 13 February 2025
Shortlisting:	Monday 17 February 2025
Interview date:	Monday 24 February 2025

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The Application Process

We have retained FE Associates to support us in finding an outstanding individual to inspire excellent practice across our organisation. The application process is outlined below.

Initial Discussion and Recorded First-Stage Teams Interview

Prior to submitting an application, interested parties are advised to arrange an initial conversation with our FE Associates lead consultant, by emailing Amanda.Hart@fea.co.uk, to discuss the role before the closing date. Once it is agreed for you to proceed with an application, the lead consultant will schedule a first-stage interview via Teams with you which will take place before the closing date and will be recorded. Once this interview has been scheduled, you should submit your application. Please see the final page of this pack for full details on how to submit your application.

Shortlisting and Invitation to Interview

After the closing time/date, our lead consultant will send all applications and recorded first-stage discussions to the college for shortlisting. Once the shortlist has been agreed, candidates will be notified by the lead consultant and shortlisted candidates will be invited to a formal interview/selection process with the college.

Safer Recruitment and Due Diligence Checks

Applicants are advised that, as part of the statutory guidance on Keeping Children Safe in Education, colleges/training providers are advised to make arrangements for an online search as part of due diligence on shortlisted candidates. The searches are aimed to assist in identifying things said or done that may harm the organisation's reputation or make the candidate unsuitable to work with children, young people and vulnerable adults. Where a cause of concern arises from the online search, a risk assessment will determine whether the concern is of such a nature that it is appropriate to exclude a candidate from the process or whether a clarification discussion, before or during an interview, is needed.

This post is exempt from The Rehabilitation of Offenders Act 1974. The Rehabilitation of Offenders Act 1974 and the Exceptions Order 1975 provides information about which convictions must be declared during job applications and related exceptions and further information about filtering offences can be found in the DBS filtering guide. The Bedford College Group's policy on the employment of ex-offenders is available upon request. Candidates who are barred from working with children are reminded that it is a criminal offence to apply for this post.



Having obtained the full information from <https://www.fea.co.uk/job/tbcg-dmsr/>, discussed the role with Amanda Hart and scheduled your first-stage interview via Teams, you should email your application to recruitment@fea.co.uk in advance of the closing date and time (see Key Dates section). Applications received after this time will not be considered. Please note, CVs will not be accepted in place of, or in addition to, the application form.

Email Checklist

Please use the latest version of the application and ED forms found on the job page for this role and not older out-of-date versions. These forms are not compatible with IOS/MAC (Pages).

Ensure your email includes only the 2 forms necessary for your application (these forms are located with the candidate information pack on the FEA website jobs page for this role):

1. An Application Form with all sections completed including:

- An explanation of any gaps in your employment in **section 6**.
- A supporting statement which does not exceed the equivalent of 2 pages of A4 and is included as part of the form in **section 9** and not as a separate document. In this section, explain how you believe your knowledge, skills and experience match the criteria as stated in the person specification for this role (detailed in this candidate information pack).
- Please include 2 referees and their full postal and email addresses and their contact numbers in **section 10**. References are usually sought after the interview process and the college will not contact referees without your prior approval.
- Ensure you enter your name/e-signature and date in **section 11**.
- Save your completed form as a Word document with your surname, first name and the job reference as the filename i.e. Surname, First Name – tbcg-dmsr- Application.

2. The Equality and Diversity Monitoring Form.

- This is a Word format document. Please click **inside** each check box that applies to you.
- Once you have fully completed the form, please save this as a Word document with your surname, first name and the job reference as the filename i.e. Surname, First Name – tbcg-dmsr- ED.





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FEA FE ASSOCIATES

