

Newbold College of Higher Education

Berkshire, England
is seeking to appoint a full-time

Head of Marketing and Communications

To commence by mutual agreement

The successful candidate will have most of the following:

- a relevant qualification for the position - at least up to first degree level
- excellence in organisation, leading and managing teams, and achieving targets
- excellent people skills, including experience in customer relationship management
- highly developed interpersonal, communication, presentation and negotiation skills
- proven ability to initiate and implement marketing strategies in an educational environment
- proven ability to initiate and implement fundraising strategies
- budget development, and relevant marketing, communication and recruitment experience
- coherent knowledge of Newbold's programmes of study and the unique benefits of studying these programmes at Newbold
- an understanding of higher education, particularly within UK/European and US contexts
- proven multi-cultural and international experience in a relevant sector
- a commitment to the message and mission of the Seventh-day Adventist Church

Responsibilities the successful applicant will be expected to do include:

- Oversee the work of Marketing, Communication, Recruitment & Alumni Relationships
- Lead marketing and recruitment strategies, in consultation with relevant Newbold staff, focusing on target audiences relevant to Newbold's programmes of study
- Train recruiters to promote Newbold's programmes to both decision shapers and makers
- Communicate effectively with Newbold's stakeholders, including Church administrators, Newbold Alumni and the wider Church, ensuring the currency and accuracy of information
- Organise effective Newbold events, including Open Days and Alumni Reunions
- Conduct fund-raising campaigns for scholarships and the development of the institution
- Evaluate regularly the effectiveness of all strategies and make adjustments accordingly
- Contribute actively to the wider spiritual and extracurricular life of the College
- Engage with the community surrounding Newbold College
- Work some evenings and weekends and travel, both nationally and internationally, as appropriate

Newbold College of Higher Education offers quality education in a multi-cultural European context. Currently, it offers a range of pastoral education programmes in full-time and part-time modes at on- and off-campus venues. It is expected to expand these programme offerings beyond the theological.

Programmes are validated by and offered in partnership with the University of Wales Trinity Saint David.

Salary is according to the denominational scale.

Applicants must obtain the right to work in the UK prior to employment.

For a position descriptor and application form, please contact:

The Principal
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Binfield, Berkshire, RG42 4AN
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The deadline for receipt of applications is 28 October 2022.