

ADMISSIONS, RECRUITMENT AND MARKETING EXECUTIVE

(Reports to the Executive Team)

Membership

Ex officio	Pro-Vice-Chancellor (Academic) - Chair Academic Director of Admissions Associate Deans (Admissions) (or Dean of Faculty as alternate) Director of Admissions, Recruitment and Marketing (<i>also acts as Secretary</i>) Director of Finance, Planning and Governance Head of Strategic Marketing Head of UK/EU Recruitment and Outreach Head of Corporate Communications Head of Admissions Head of International Recruitment Head of Postgraduate Research Students Service
Secretary	Director of Admissions, Recruitment and Marketing

Terms of Reference

- (1) to make recommendations to ETR on matters of strategy, policy, operation and resource concerning access, recruitment, admissions and marketing activity in relation to UK, European Union and international students;
- (2) to review and make recommendations as appropriate on operational issues relating to recruitment, admissions and marketing;
- (3) to review formally and monitor progress against student number targets (and tariff scores as applicable) on enquiries, applications and conversion rates during the year; and to recommend to ETR such action as required to achieve agreed student number targets/tariff scores;
- (4) to review formally and monitor progress on student number targets and tariff scores for current and future years;
- (5) to receive and consider regular reports from Faculty Admissions, Recruitment and Marketing Executives;
- (6) to receive and consider regular reports from the Marketing and Communications Division, Recruitment and Admissions Directorate, Learning and Teaching Committee and other Committees where they may impact upon recruitment and admissions; and
- (7) to monitor the impact of policy and practice in the areas of access, recruitment, admissions and marketing on equality of opportunity for potential students, to ensure compliance with the University's requirements and those of external regulatory bodies, and to report annually to Senate.