Screen and Film School, part of BIMM University

Post: Head of Marketing and Student Recruitment

Reporting to: Executive Principal and Business Development Director

Contractual Hours: 9am-5:30pm, Monday to Friday with flexibility for some weekend work when required

A University for the Creative Industries

BIMM University provides an extensive range of courses in modern music, performing arts, and filmmaking to over 9,000 students across 15 colleges in the UK, Ireland, and Germany. We have a long-standing commitment to providing the highest quality creative arts education, allowing students to maximise their career potential.

BIMM University is made up of BIMM Institute, Institute for Contemporary Theatre, Performers College, Northern Ballet School, and Screen and Film School. This wide network of colleges provides unique opportunities for students to collaborate creatively on projects with others working in music, performing arts, and film.

For 40 years, we’ve equipped our students with the knowledge and skills they need to meet the demands of the creative industries – and graduate feeling industry-ready.

Beyond academic life, BIMM University offers a community built on a shared passion, creativity, and belief system. Our inclusive culture is at the core of everything that we do, binding us together and driving us forwards.

Our Purpose, Vision and Values

Purpose
To inspire the next generation of industry professionals through the creation of inclusive and creative learning environments that remove barriers and provide opportunities for equal participation in the creative industries.

Vision
To provide the highest standard of industry-led education built on a foundation of collaboration, inclusivity, and an entrepreneurial spirit; to prepare our students for a sustainable career within the creative industries.
Values
Our values are at the core of our success; Believe in Everyone, Challenge the Norm, Grow Together, Own It and Do the Right Thing.

Person Specification

Screen and Film School has grown at an exponential rate, having increased considerably in size over several years with further plans for continued growth. In order to achieve this ambitious objective, the film school is seeking to appoint a Head of Marketing and Student Recruitment who will lead and oversee the marketing and student recruitment strategy.

The ideal candidate for this role will be commercially minded and have extensive experience in all marketing, student recruitment and outreach tactics that will provide a high-quality journey from point of enquiry to enrolment for applicants. Crucial to this role is leading and empowering a team who implement marketing activities such as brand awareness through all forms of channels and social media, as well as the student recruitment and conversion plan for UK and international applicants, comprising of a range of recruitment activities spanning Recruitment Fairs, Open Days, Applicant Days and outreach activities with schools and partner institutions.

Collaboration is essential, as we actively work with academic team members to effectively market our products, a central marketing team to support with brand/creative, and admissions team to ensure high quality applicant experience as well as other stakeholders.

This is a Senior Management position.

Essential Criteria for Applicant

- Educated to degree level or professional qualification in a relevant area
- Extensive knowledge of UK education system at further and higher education level
- Excellent IT skills to enable best use of available information and communications
- Significant experience of product marketing, having built and delivered multi-platform plans
- Outstanding organisation skills and ability to work in high pressured environments to tight deadlines
- Proven track record of success in strategic and operational leadership of recruitment events, outreach and marketing in higher education
- Strong leadership skills and outstanding people skills with experience of managing specialised teams in the delivery of high-quality professional services that deliver positive outcomes
- High-level negotiating, influencing and communication skills, with the ability to manage complex stakeholder relations
- Ability to understand and articulate complex data
- Commercial experience of developing and managing recruitment campaigns throughout the whole student journey both online and offline driven by ROI
- Able to monitor and manage budgets
- Experience of effecting and managing change
- Ability to work occasional unsocial hours and willingness to travel
Desirable Criteria for Applicant

- Understanding of the consequences of non-performance in the marketplace
- Senior management experience in a creative institution
- Full and clean driving licence
- Experience using Salesforce, email marketing platforms and Google Analytics
- Passion for film education/film industry and wider creative industries

Accountabilities

You will work with the Executive Principal and Business Development Director to meet the following key accountabilities:

- Lead, motivate and manage a high performing and target-driven marketing, student recruitment and outreach team to sustain and grow the film school’s student numbers
- Lead on the development of innovative and transformational strategies and operational plans for student recruitment and marketing, in line with the film school’s strategy, and ensure that these are effectively implemented and communicated to all stakeholders
- Act as the expert on all matters related to student recruitment and marketing for the film products providing data-informed advice to the Senior Management Team to support the implementation of the Screen and Film School strategy
- Be accountable for the delivery of strategic and operational targets that fall within the student recruitment and marketing areas of responsibility
- Exercise budgetary management across all areas that fall within the remit of the role, ensuring cost-effective and efficient use of resources
- Champion the film curriculum and portfolio to ensure it is maximising lead generation and deliver growth in the number of applications and demographic diversity of applicants, while delivering optimal levels of conversion from enquiry to enrolment
- Provide the Executive Management Team with regular information on market intelligence, commercial and competitive information to help manage the strategic direction of the school
- Identify key competitors in the education market and perform on-going competitor analysis to identify opportunities and risks and position our offer as a winning proposition to the market. Thus identifying key differentiators to ensure courses continue to have an edge ahead of market competitors.

The successful candidate will comply with and implement as appropriate, all of Screen and Film School’s policies and procedures, with particular reference Safeguarding, Equality and Diversity, and Health and Safety.

NB: This is not a complete statement of all duties and responsibilities of this post. The post holder may be required to carry out other duties in keeping with the nature of the post as directed by and agreed with their line manager.

We are committed to establishing a culture of inclusivity across BIMM Institute, so that we truly represent the diversity of our students and the creative industries, both in what we teach and how we work.

We are committed to promoting the safety and welfare of our students.
All posts are subject to Right to Work and DBS checks.