

Function: Communications and Recruitment Directorate	
Our Values:	Inclusive, Collaborative, Impactful
Our Principles:	Creating Opportunities, Building Partnerships, Delivering
Sector Focus: Communications & Customer Relationships	<p>Creating a range of integrated media and campaigns that communicate the impact and distinctiveness of the University of Greenwich, enhancing pride about working and studying here.</p> <p>Embedding our Education without Boundaries mission and values into all communications and engagement activity.</p>
Sector Focus: Student Recruitment	<p>Maximising the appeal of the University of Greenwich for prospective students: raising aspirations, encouraging applications, and converting into enrolled students.</p> <p>Developing our international profile by engaging with overseas agents and TNE partnerships in key markets, making sure they understand and reflect our brand, values, and behaviours.</p>

#### University of Greenwich:

The University of Greenwich is home to a truly global community of staff and students, and we value the talents and lived experience of each and every one of them. We believe in Education without Boundaries: supporting our students to achieve their ambitions because of, not despite, their background.

We are a positive force for change. Our impressive reputation for teaching and learning earned us a Silver rating in the 2017 Teaching Excellence Framework and we offer students an extensive portfolio of academic programmes.

We also provide applied research and enterprise that is recognised nationally and internationally. Our research is regularly acknowledged as among the best in the world, with particular strengths in natural resources, pharmaceutical science, and computational modelling.

#### Function Key Attributes:

The Communications and Recruitment Directorate is responsible for promoting and developing the University of Greenwich unique brand profile locally, nationally, and globally, with the support of staff, students, alumni, community partners and agent networks. This will ensure that the university can continue to grow and expand its strong financial base through tuition fee revenue which can be further invested into the student experience.

#### Overall Function Purpose:

- Identifying and attracting a diverse range of students who will thrive at the university.
- Creating new provisions and entry routes into the university that are informed by data and respond to the needs of employers and industry, building a strong portfolio of desired programmes.

- Optimising data capture and segmented response communications to maximise interest from prospective students.
- Maximising the impact of our brand using story-telling and cross-channel messaging that reflects the university's brand style and voice.
- Establishing a continuous programme of alumni and supporter engagement campaigns to expand participation and collaboration.
- Supporting improvements to NSS scores and improved positions in sector league tables by contributing to a strong student experience.
- Supporting KEF and REF outcomes by increasing the profile of our research and knowledge exchange expertise and partnerships.
- Keeping up to date with HE sector trends and identifying ways to keep the university competitive.