| 1. **Details** | | |
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| **Job Title:** | Head of Summer School (Maternity Cover) | |
| **Department:** | Global Opportunities (Global Engagement Office) | |
| **Reports to:** | Head of Global Opportunities | |
| **Grade:** | 6 | 1.0 FTE |
| **Appointment period:** | Up to 12 months maternity cover | |
| **Current Location:** | Mile End | |

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| **Job Context** |
| Queen Mary University of London is one of the UK’s leading research universities, committed to improving social justice and achieving the previously unthinkable. The Marketing and Communications Directorate is responsible for raising the awareness and reputation of Queen Mary among its target audiences, and for increasing the quality and quantity of Queen Mary applicants. The Head of Summer School will sit within the Global Opportunities team, part of the Global Engagement Office within the Marketing and Communications Directorate  Global Opportunities (GO) exists to promote and manage inbound and outbound mobility programmes, which allow Queen Mary students and staff to study, work and travel overseas. These programmes include the fee-paying Study Abroad Programme (incoming only) as well as Erasmus+, International Exchanges and Summer Schools.  Student mobility programmes are an essential component of Queen Mary’s Global Engagement Strategy and the institution is committed to providing all students with opportunities for multidisciplinary and international experience. The Head of Summer School is responsible for both the management of the inbound and outbound international Summer School programme.  The Queen Mary Summer School is the newest addition to the student mobility offering at Queen Mary. Since its introduction in 2018 the Summer School has doubled in numbers year on year and has ambitious student recruitment targets over the coming years. The role has specific responsibility for the strategic development of the Summer School. The post will have ownership over the management, marketing, recruitment, student admissions, reporting, enrolment, academic development and delivery of the Summer School, ensuring the efficient running of the Summer School and optimising student satisfaction. |
| **Job Purpose** |
| The Head of Summer School leads on the strategy, development and implementation of the inbound and outbound Summer School programmes. The role involves working in synergy with the wider Global Opportunities Team, Global Engagement Office, Senior Management, Schools and Professional Services.  The Head of Summer School will work closely and have managerial responsibility of the Global Opportunities Assistant position. The Global Opportunities Assistant provides general administrative support for the Summer School and the wider Global Opportunities Team.  The post holder will work closely with the International Partnerships team, International Student Recruitment team, Head of Global Opportunities and Study Abroad Managers contributing to student recruitment and partnership development of the inbound Summer School and how it can support other mobility initiatives.  The Head of Summer School is responsible for the delivery of the Summer School Strategy 2030, ensuring that growth and income targets are met in line with the agreed strategy. To deliver growth targets the role will be expected to develop new International Partners, as well as nurture existing partnerships to achieve student recruitment targets. The post holder is also expected to gain market insights to inform course development and work with Faculties within existing quality assurance frameworks to develop these courses.  The role supports Queen Mary students participating in outbound Summer School programmes providing guidance and information to students and staff in their Queen Mary school about opportunities, establishing systems and procedures for the successful execution of these Programmes.   | **Main Duties & Responsibilities** | | --- |  * Provide sound advice to colleagues and senior managers relating to the Queen Mary Summer School and Summer School opportunities available overseas for Queen Mary students. * Represent Queen Mary at the highest level to current and prospective university and commercial Global Opportunities and Summer School partners * Represent Queen Mary on relevant external bodies including BUTEX, NAFSA and EAIE. * Provide recommendations to Queen Mary schools on opportunities for summer course development and recruitment opportunities to Summer School programmes, influencing how these opportunities could be capitalised upon through improvements to the curriculum or other critical factors under their control. * Provide recommendations to Queen Mary schools on opportunities for international partnership development, and how these opportunities could be capitalised upon through improvements to Summer School Provision. * Contribute to the delivery of the University’s strategic objectives by expanding the Queen Mary Summer School, meeting student number targets and enhancing diversity both by country and pathway. * Manage the application, nomination and administration processes for Queen Mary students applying for short term summer programmes with partner universities abroad, these opportunities form part of Queen Mary’s ‘GO summer’ partner summer school offering. * Manage an allocated budget in accordance with University guidelines, ensuring that expenditure maximises return on investment. * Build and maintain excellent working relationships with academic Schools and central Professional Services colleagues in order to ensure courses of the highest academic standard are offered, which meet the needs of the market. * Maintain managerial oversight of the development and implementation of a marketing and recruitment strategy in consultation with colleagues within the Directorate of Marketing and Communications, specifically the Global Opportunities and the Global Engagement Office * Take an active part in the admission and recruitment of students to the assigned programme(s) as required. * Coordinate, in liaison with Schools and Professional Services the delivery of   + effective application, admissions and registration processes delivering an excellent customer experience;   + timetabling, room booking, record-keeping, curriculum design, programme amendments, deployment of teaching staff, assessment, quality review, liaison with external examiners and representation of the programme at exam boards.   + the successful accreditation of courses through the University’s quality assurance system * Provide regular management reports on the Queen Mary Summer School. * Oversee and implement a customer relationship management plan to support student satisfaction, evaluate effectiveness and build a positive relationship with students beyond the end of the programme. * Manage third party marketing agencies to deliver Summer School digital marketing campaigns. * Line manage the Global Opportunities Assistant and temporary staff during the summer. * Develop good working relationships with partner universities, British Council offices, Study Abroad programmes, agencies and other appropriate organisations to ensure that they receive appropriate promotional materials, training and information about the university and its programmes in the context of relationship marketing * Develop arrival, orientation and social programmes for students * Undertake visits to overseas colleges and universities to promote Queen Mary’s Summer School to Study Abroad Office/International Office staff, faculty, students through meetings, presentations, information sessions etc. |
| **The above list of responsibilities is not exhaustive and the jobholder may be required to undertake other duties commensurate with the level of the role, as reasonably requested by their line manager.**   |  | | --- | |  | |

**This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements.**

| Requirements | Essential / Desirable | How Assessed |
| --- | --- | --- |
| **Qualifications** |  |  |
| Bachelor’s degree | E | A |
| Postgraduate degree and/or professional qualification in a relevant area | D | A |
| **Knowledge, Skills and Experience** |  |  |
| Understanding of the international higher education recruitment environment | E | A/I |
| Proven track record of effective project management and target delivery | E | A/I |
| Operational leadership and business planning experience | E | I |
| Development and management of an effective marketing strategy | E | A/I |
| Experience of operational delivery of a residential education programme | E | A |
| Experience of leading a profitable international summer school | D | A |
| Successful partnership working with international partner universities, students, academics, professional staff and alumni | E | A/! |
| Excellent ability to lead, motivate and enthuse staff across team boundaries including proven line management skills | E | I |
| Successful track record of influencing and negotiating with staff at all levels of an organisation, with self-confidence and assertiveness | E | I |
| Ability to initiate, plan and organise own programmes of work, enlisting active participation of relevant colleagues | E | I |
| Financial management: budget setting and monitoring | E | A/I |
| Cultural sensitivity | E | I |
| Excellent interpersonal, oral and written skills, with a keen eye for detail | E | I |

**Essential/Desirable:**

**E = Essential: Requirements without which the job could not be done.**

**D = Desirable: Requirements that would enable the candidate to perform the job well.**

**How Assessed:**

**A = Application I = Interview OM = Other Means (e.g. presentation, test, etc.)**