

UHI

Appointment of **Vice-Principal Student Recruitment and Growth**



uhi.ac.uk

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Introduction



Vicki Nairn
UHI Principal and Vice-Chancellor

As Principal and Vice-Chancellor of UHI, I am deeply proud to lead a values-driven university that serves as an anchor institution within our communities, delivering outstanding learning, teaching and research across the regions we serve.

The UHI regions stand among Scotland's fastest-growing areas, poised for transformative change over the next decade. Initiatives such as the Inverness and Cromarty Green Freeport are projected to generate approximately 10,000 new jobs and attract £3 billion in fresh investment. These developments will position UHI to capitalise on opportunities within the largest hub for offshore wind energy and renewable technology advancements.

This rapid growth underscores the critical need for a highly skilled workforce, driving demand for further education, apprenticeships, and advanced qualifications, including undergraduate and Master's programmes. UHI is uniquely positioned to meet these demands, playing a central role in equipping learners and industries with the expertise required to fuel regional economic and commercial success.

At UHI, we are privileged to work alongside talented and dedicated individuals, and this role presents a unique opportunity to significantly impact the success of our partnership and the wellbeing of our communities throughout our regions. Central to this role is driving the delivery of our 2030 strategy, with a strong focus on student growth, curriculum development, and income generation.

We are seeking an inspirational leader to join our senior leadership team and work with us to advance UHI's evolution. Reporting directly to me and working collaboratively with our senior executive and senior management teams, academic partners, and wider stakeholders, the successful candidate will provide inclusive and empowering leadership across our higher education recruitment and growth functions.

This role will work across our diverse UHI partnership, requiring the development of strong relationships and the delivery of innovative, business-focused strategies to grow student numbers. These strategies must reflect UHI's distinctive delivery model and align with the needs of our students and communities.

The ideal candidate will be a highly collaborative and experienced senior leader with a result-orientated 'can-do' attitude. They will thrive in a fast-paced, partnership-driven environment excelling as part of an innovative, agile and high-performing team. A proven track record of achieving results is essential for success in this role.

As Vice-Principal for Student Recruitment and Growth, you will join the university at a pivotal moment in its history. Our ambitious [2030 strategy](#) is centred on growth, success and achievement and is built around five core themes: teaching; research and innovation impact; enterprise and growth; environmental sustainability; and operational excellence.

Evidence of strategic and analytical thinking, together with extensive successful senior leadership experience in a high-profile student recruitment and marketing background, paired with a genuine passion for the education sector, is essential for this role. You will have excellent team working, communication and interpersonal skills, together with experience of identifying and building strategic partnerships with stakeholders in a complex and financially sensitive environment.

As UHI is a tertiary institution you will be expected to understand and maximise the opportunities available in terms of marketing our curriculum and also exploring new and innovative programmes including school links, apprenticeships and further education along with higher education programmes.

This is a fantastic opportunity to work in a vibrant and transformative institution, based in one of the most beautiful parts of the world, offering access to world class natural and cultural environments, making it a truly exceptional place to work and live.

Thank you for your interest, and I very much look forward to receiving your application.



Inverness and the Highlands and Islands



The city of Inverness is the capital of the Highlands and Islands and is a hub in the vast and diverse landscape of Northern Scotland. The region is known globally for its unique beauty, character and culture.

The most northerly city in the United Kingdom, Inverness has a population of approximately 47,820 people and is the perfect base for exploring the Highlands and Islands. It has road, rail and air links to many of the major cities in the UK as well as parts of Europe. There is daily flights to London (travel time 1.20 hours), as well as the daily sleeper train service.

The region is diverse with the mountains and wildlife of the Cairngorm National Park, to the stunning beaches with their sandy headlands, to the peat lands of the Western Isles and the landscapes and cultures of the Northern Isles.

The region is the only place in Scotland where Gaelic is still regularly used as a community language.

Students have access to the most breath-taking scenery and the most challenging rugged coastlines and mountains.

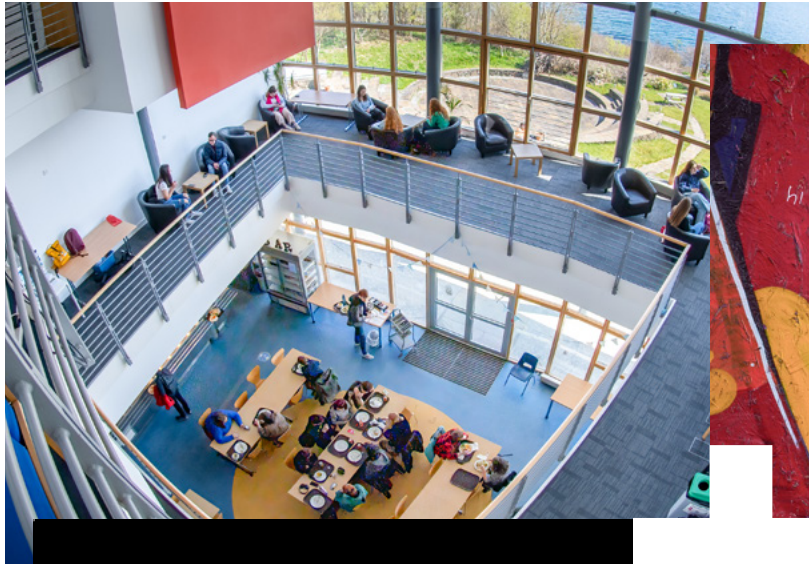
The area provides an 'outdoor classroom' with access to an extraordinary range of activities such as walking, climbing, biking, kayaking, canoeing, sailing, coasteering, paddleboarding, running and snowsports. Our degree programmes and outdoor adventure courses benefit from having direct access to world renowned locations, including Ben Nevis, the Mamores, the Torridons and Cuillins, Loch Leven, Loch Linnhe, Loch Sunart, Loch Maree and Loch Duich, the isles of Eigg, Rhum, Skye and Raasay, the Knoydart peninsula, and the Summer Isles.

Routes such as the North Coast 500 and the North East 250, provide access to many of the region's iconic places. They highlight the expansive road network, range of businesses and enterprises and the extensive ferry links which connect the isles to mainland Scotland.

Inverness itself, a compact city, offers a variety of things to do, bars and restaurants, with a rapidly growing food scene.

The opportunity

Vice-Principal Student Recruitment and Growth



UHI

Leabhar-iùil Fo-cheum
2025

Far a bheil
ionnsachadh
a' ciallachadh
barrachd



@thinkuhi f @ in d X v

The role of Vice-Principal Student Recruitment and Growth offers a unique opportunity to play a pivotal leadership role in shaping and advancing the institution's strategic student recruitment, marketing and growth strategy.

As a critical member of UHI's senior executive team, the Vice-Principal Student Recruitment and Growth will report directly to the Principal and Vice-Chancellor and work across the UHI partnership, building and enhancing relationships to deliver ambition and success. This role encompasses providing leadership and direction to the existing team and also to advance the university's mission to increase our attraction to a diverse and dynamic student body from Scotland, the UK and around the world.

The Vice-Principal Student Recruitment and Growth will serve as a critical and enabling link with academic partners, fostering and strengthening relationships while implementing business-focused and innovative strategies to drive student growth. These efforts will reflect the unique delivery model of UHI, ensuring alignment with the needs of our students and communities.

Our plans for tomorrow

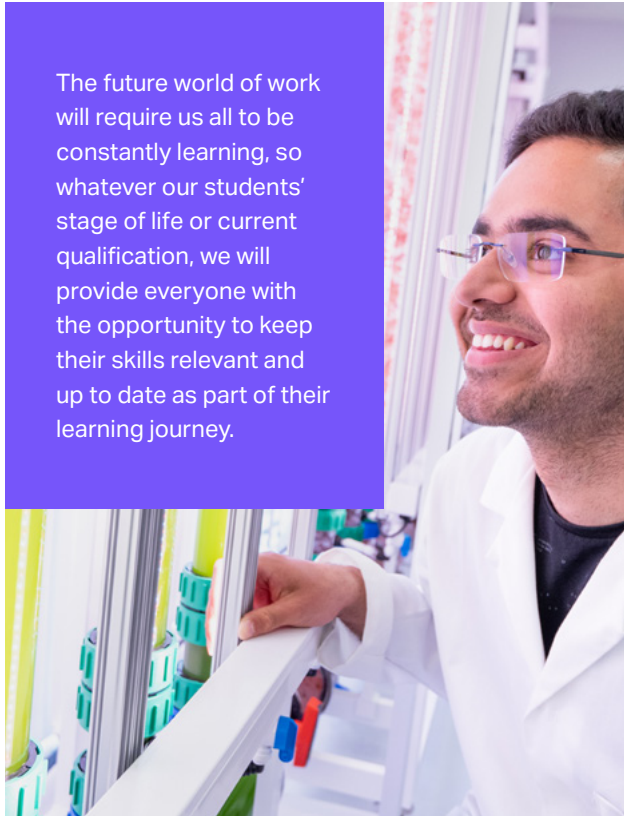
UHI is a globally recognised tertiary institution and we are proud to celebrate our exceptional partnership of colleges, internationally recognised research institutions and specialist teaching centres. UHI is more than a traditional university and we pride ourselves on delivering further and higher education and world-class research to students across our campuses and learning centres in the Highland and Islands, Moray and Perthshire alongside a thriving online community.

Our philosophy is based on our founding values of creating sustainable education for students of all ages and abilities. This ethos is underpinned by our mission to have a transformational impact on our people, communities and economy. We care passionately about our regions, and we demonstrate our commitment through our excellent student experience and by offering flexible and supported learning from access level to PhD, delivering direct skills and apprenticeship programmes linked to workforce demand, all within the same institution.

The fundamental part of our mission is to drive co-created education and research, enhanced by our unique landscape, heritage and cultures, ensuring that learning outcomes are second to none. We are also committed to affirming all the languages, dialects and cultures throughout our regions, including Gaelic language and culture. Across the UHI operating area we have centres of excellence and world-class thinking that are pushing the boundaries of academic and applied knowledge where staff, students, industry and communities are collaborating to drive innovation and new ways of thinking.

UHI embraces education and research across a wide range of subjects from arts and humanities, through to the sciences and business. Through our engagement with stakeholders, business and industry we are driving economic growth, using education, knowledge exchange and cutting-edge research to enable our businesses and industry to thrive. The university acts as a catalyst to both support the economy and underpin social change by ensuring a pipeline of skilled entrepreneurial talent through our innovative, future-focused curriculum.

Our [2030 strategy](#) will build on our success to date and take our ambition forward across five key strategic themes: teaching; learning and student support; research and innovation impact; enterprise and growth; environmental sustainability; and operational excellence.



The future world of work will require us all to be constantly learning, so whatever our students' stage of life or current qualification, we will provide everyone with the opportunity to keep their skills relevant and up to date as part of their learning journey.

During the lifetime of this strategy, we will think, plan and act as one institution in delivering our mission and vision, and our strategic themes will be underpinned by significant transformation across our institution to deliver operational excellence and financial sustainability through a more streamlined, efficient and effective organisation.

In realising our ambition, this strategy will be a living document which we will adapt, flex, and change to meet the evolving needs of our students, staff and stakeholders and will be responsive to economic growth and societal change.

Our strategy takes the best of our academic reputation, world-class research, and our proud history of vocational training to join the world of learning to the world of work, integrating with business and industry and underpinned by our university values of collaboration, openness, respect and excellence.

Our founding principles

Educational opportunities for all

The lack of educational offering, for those who wished to remain in the region and improve their prospects, was forcing locals to leave the region – leading to a significant and unsustainable loss of talent.

Driving economic growth

The UHI concept was formed primarily to be a catalyst of economic development. If the region was to prosper, it would need to find its own way to modernise, generate new knowledge and support businesses to grow.

Co-created education and research

Curriculum and research were to be designed to link to the region's unique landscape, heritage and culture. To serve the economy and ensure a pipeline of talent, business needs were to be at the core of curriculum and research development.

Delivering social change

UHI was to deliver social change, supporting communities to flourish, by harnessing local knowledge, and working globally with our diaspora to build better futures for those in our region.

The role



Key responsibilities

As a member of the senior executive team, the role is a pivotal senior leadership role, providing executive level strategic leadership and expertise in the areas of higher education student recruitment, admissions, and student growth initiatives for UHI. The role, working closely with the Principal and Vice-Chancellor, involves the development and implementation of strategies supporting the university's mission to attract and retain a diverse student body, from Scotland, the UK and internationally. Taking, wherever possible, a tertiary approach to strategy and planning, reflecting the unique delivery model of UHI.

Through targeted strategies, the role will ensure that UHI meets or exceeds its recruitment, retention and growth targets, contributing significantly to our 2030 strategic plan.



The role

Key duties and responsibilities

Executive leadership

- + Work closely with the senior executive team, contributing expert guidance and strategic advice to drive student recruitment and growth initiatives.
- + Promote an inclusive and collaborative organisational culture through transparent decision-making and accountability frameworks.
- + Champion equality, diversity, and inclusion across all levels, ensuring that UHI's policies and practices create a supportive environment for all students and staff.
- + Provide executive-level leadership across the institution, working with a range of senior stakeholders to contribute to broader strategic priorities beyond functional responsibilities, supporting the university's overall vision and goals.

Recruitment strategy development

- + Lead the creation and execution of recruitment strategies to enhance enrolment growth across Scottish, UK and international markets, ensuring alignment with UHI's strategic goals in collaboration with partner colleges and research institutes.
- + Utilise data analytics to identify trends, inform decision-making, and optimise recruitment initiatives tailored to various demographics and regions.
- + Oversee the recruitment budget to ensure that resources are effectively allocated and provide a return on investment.
- + Collaborate with partner colleges and research institutes, and stakeholders to create cohesive, comprehensive strategies for student recruitment and retention.
- + Deliver income and growth targets.

Marketing campaign management

- + Direct the development and implementation of integrated marketing campaigns elevating UHI's brand visibility and emphasising the university's reputation for excellence in student experience.
- + Strategically direct the deployment of a dynamic mix of digital and traditional marketing channels, ensuring innovative and impactful engagement with prospective students to foster meaningful connections and drive student recruitment.
- + Ensure all marketing efforts and materials reflect UHI's brand identity and values, resonating with diverse audiences.

Admissions oversight

- + Strategically lead the university's admissions function, optimising the admissions journey for prospective students from initial inquiry through to enrolment.
- + Improve recruitment-to-enrolment conversion rates, streamlining processes to enhance student satisfaction.
- + Equip admissions teams with tools and insights to communicate UHI's unique value proposition, addressing concerns and improving the student journey.

Further education and regional skills planning

- + Provide executive oversight and support ensuring the fulfilment of the university's responsibilities as the Regional Strategic Body (RSB) for further education.
- + Working with senior stakeholders, ensure the collaborative development and implementation of a cohesive regional further education strategy.

Student records and management information systems (MIS)

Oversee and lead the next stage in the development of the registry and MIS functions, ensuring that:

- + Higher education student and curricular data:
 - Drives exemplary business processes from student enrolment through to assessment and examinations.
 - Supports student number planning.
 - Delivers real-time performance management insights.
- + The student record database (SITS) is:
 - Maintained to a high standard.
 - Enhanced to support both higher and further education functions.

Partnership cultivation

- + Strengthen and cultivate existing relationships with schools, community organisations and relevant stakeholders to enhance recruitment efforts.
- + Collaborate with internal and external partners to design mutually beneficial initiatives including work-based learning and apprenticeships.
- + Leverage partnerships to broaden UHI's reach, attracting diverse prospective students through targeted programmes.

Student engagement

- + Lead and guide outreach initiatives, encompassing email campaigns, social media advertising and direct interactions, to establish meaningful connections with prospective students.
- + Champion the delivery of personalised support for prospective students, ensuring a seamless and positive journey towards joining UHI.

Team leadership and development

- + Lead a team of professionals in recruitment, marketing, admissions, and further education skills planning, fostering an inclusive and collaborative environment.
- + Provide mentorship, professional development opportunities, and support to build a high-performing, innovative team.

Performance evaluation and reporting

- + Establish key performance indicators (KPIs) and metrics to measure the effectiveness of recruitment, admissions, and marketing initiatives.
- + Regularly evaluate data, generate reports, and present insights on recruitment performance to executive stakeholders, identifying areas for improvement.

Continuous improvement

- + Stay informed about industry trends, best practices, and emerging technologies within recruitment, admissions, and marketing in higher and further education.
- + Actively seek opportunities to enhance recruitment processes, encouraging a culture of innovation and adaptation to remain competitive in the market.
- + Ensure that the university complies with the relevant legislation regarding all its operating procedures, including oversight of the relevant policy frameworks.

General duties

- + To participate in the university's performance and development review procedure.
- + To take due care of yourself and others in respect of health and safety.
- + To attend training courses that may be identified as necessary by your line manager.
- + Such other duties temporarily or on a continuing basis, as may reasonably be required, commensurate with your grade.
- + Contribute to UHI's climate, biodiversity, and sustainability goals, including net-zero by 2040.

Person specifications

Qualifications

- + Educated to degree level or equivalent experience.
- + Postgraduate qualification in a relevant field is desirable.

Experience

- + Proven track record of senior leadership in student recruitment and/or marketing, with experience driving growth and developing strategic initiatives in a complex organisational environment.
- + Significant experience of working in close harmony within senior leadership teams demonstrating a collaborative, inclusive and value-driven approach.
- + Familiarity with the UK higher and further education sector, including statutory immigration requirements, Scotland specific policies and the regulatory landscape.
- + Demonstrable experience in creating and executing strategic plans that optimise student enrolment journeys, improving the experience from inquiry through to enrolment.
- + Extensive experience in deploying a wide range of recruitment tools and campaigns to achieve maximum return on investment.
- + Strong background in data-driven decision-making, using analytics to inform strategy and optimise recruitment outcomes.
- + Familiarity with UHI's unique regional and cultural context, including the challenges and opportunities of remote and blended learning is desirable.
- + Experience of working in close harmony within senior leadership teams demonstrating a collaborative, inclusive and values driven approach is desirable.

Skills and knowledge

- + Comprehensive understanding of domestic and global student recruitment markets, including trends and challenges, with a proven ability to develop strategies delivering measurable results.
- + Proven ability to lead high-performing teams and foster an inclusive, collaborative environment, delivering tangible results in recruitment, marketing, or admissions.
- + Strong analytical and financial management skills, including budget oversight and using data insights to inform decision-making and improve recruitment outcomes.

- + Ability to manage complex projects with multiple stakeholders while ensuring alignment with strategic goals.
- + Significant experience identifying and building strategic partnerships with internal and external stakeholders in a complex environment.
- + Knowledge of innovative practices and emerging technologies in recruitment, marketing or admissions, with a proven ability to implement these effectively is desirable.

Professional qualities

- + Demonstrable ability to build and maintain relationships with internal and external stakeholders at all levels, working co-operatively in complex, partnership-based environments.
- + Exceptional communication and interpersonal skills, with the ability to inspire, influence, and build consensus among diverse groups.
- + Resilient and adaptable under pressure, with the ability to prioritise effectively and deliver results in a fast-paced, high-stake environment.
- + Commitment to equality, diversity and inclusion, with experience fostering a supportive and accessible environment for students and staff.
- + Excellent communicator and influencer who leads by example and inspires trust and confidence at all levels of interaction.
- + Ability to engage and support organisational development initiatives aligned with the university's culture and values, management of change, employee engagement and wellbeing, talent management, and leadership development capability is desirable.

Other circumstances

- + Knowledge of, or interest in, Gaelic language and culture.
- + Commitment to support the achievement of [UHI's Sustainability Policy and Strategy 2023-30 objectives](#).
- + Committed to equality and diversity.
- + Current driving licence and ability to travel across the UHI partnership regions and nationally as part of the role.

Summary of contract / terms and conditions

Salary

Salary is commensurate with an executive level position and is reviewed annually by the remuneration committee.

Contract

The role is a senior executive permanent, full-time opportunity, based in Inverness.

There is an expectation that the role will be based on campus a minimum of 4 days per week.

Relocation

Relocation for the opportunity shall be supported with up to a maximum of £3,000 in respect of cost incurred in relocating to accommodation within a reasonable daily travelling distance to Inverness. Further detail on eligible relocation expenses is contained within the university's relocation policy, a copy of which can be provided.

Annual leave

Our holiday year runs from 1 August to 31 July. Holiday entitlement is 39 days paid annual leave in each holiday year, which includes seven days office closure over Christmas and New Year.

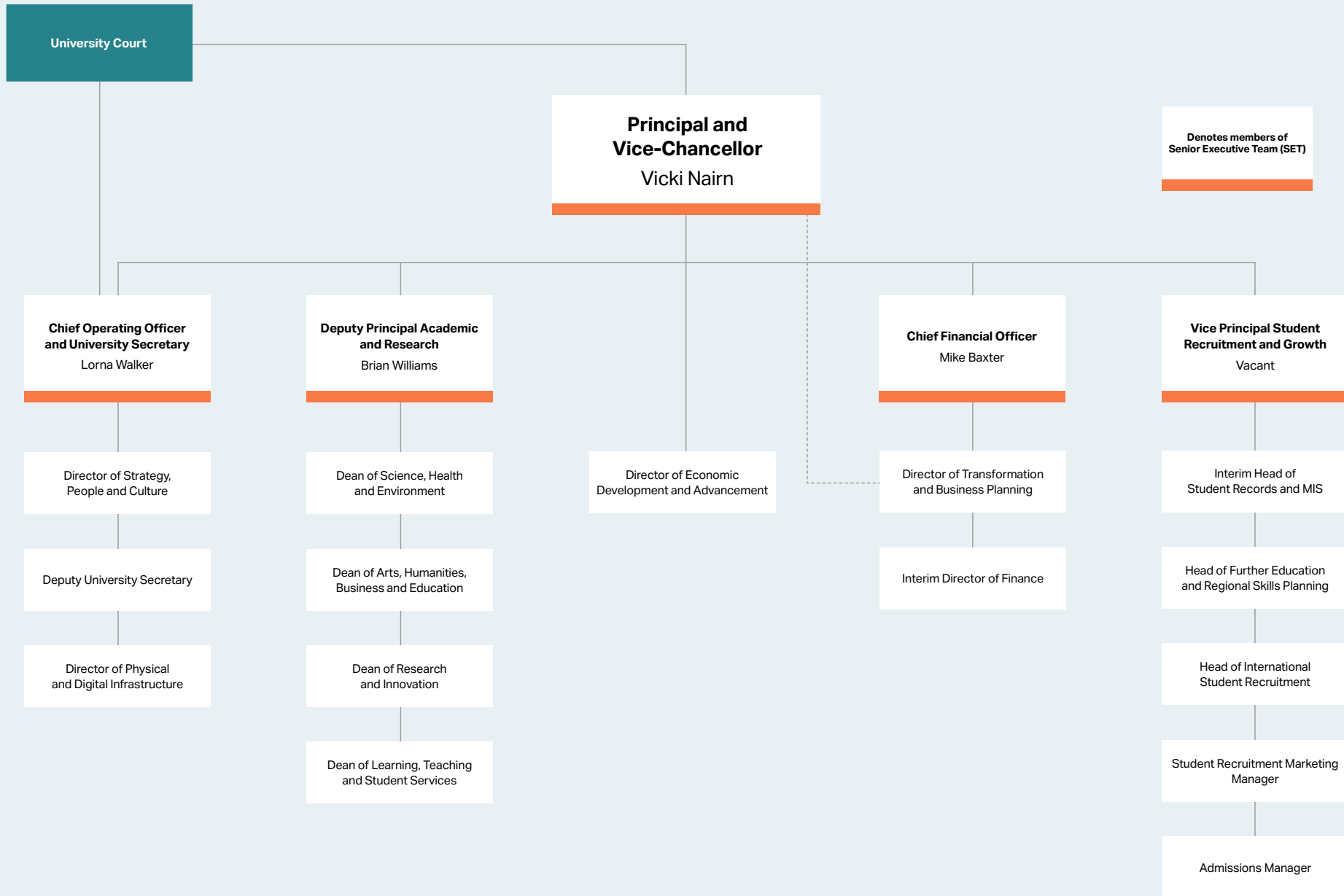
Pension

You are eligible to be enrolled into the Universities Superannuation Scheme (USS) pension scheme. Further details of the pension scheme are available from the **USS pension website**.

Benefits

Employee benefits include:

- + Discounted gym membership
- + Employee discount scheme
- + Give as you earn scheme
- + Family friendly policies
- + Volunteer days
- + Cycle to work scheme
- + Employee assistance provision



UHI

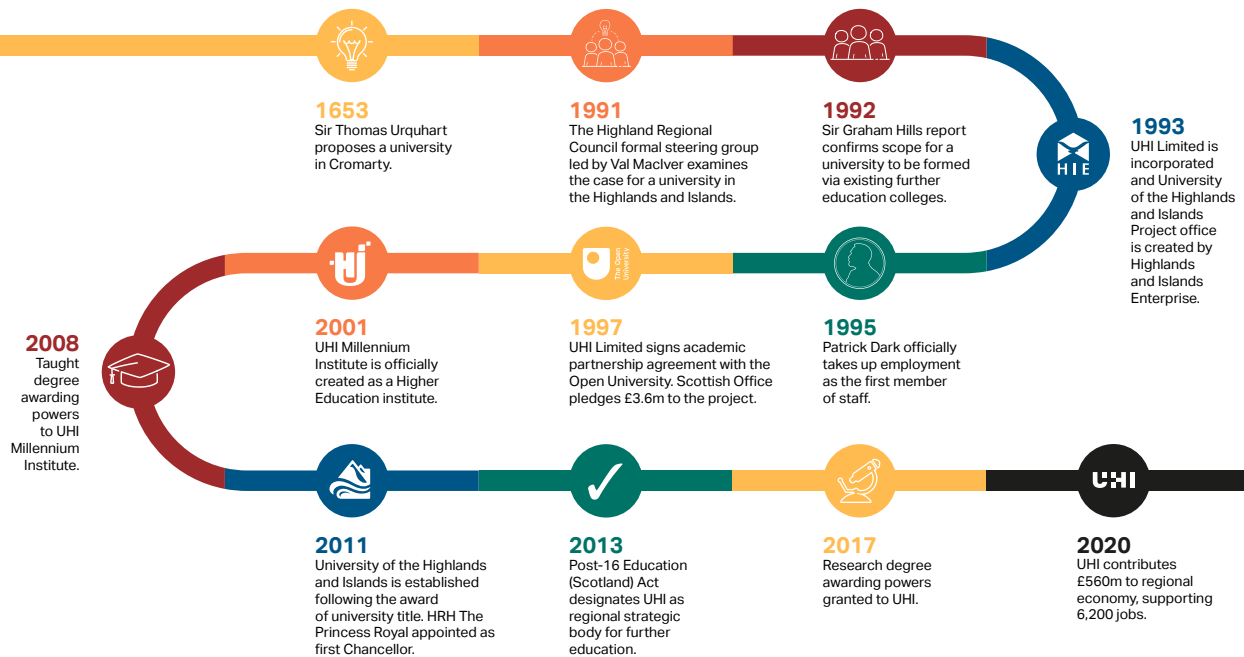
Our distinctive partnership of independent colleges and research institutions is locally based and rooted in communities, but with national and international reach, as part of a regional university structure.

- + **UHI is a tertiary institution, the only one in Scotland and one of only a few in Europe, encompassing both further and higher education.**
- + **We offer flexible and supported learning from access level to PhD, upskilling and cross skilling.**
- + **10 partners across the Highlands and Islands, Moray and Perthshire.**
- + **We are proud of our unique place and connections with our communities and industry which makes our teaching and research more connected to their needs.**



UHI exists to have a transformational impact on the people, communities and economy of our regions.

UHI historic timeline



How to apply

Please submit the following:

- + A short (no more than 3 pages) CV outlining your career to date.
- + A supporting statement (no more than 2 pages) addressing the criteria listed in the Person Specification.
- + If you wish to, you can submit a 3-minute candidate video answering the following question: Please outline your motivations for wanting to join University of the Highlands and Islands and what you will bring to this role?

Please submit your video **ONLY** using the following link:

<https://myint.video/akDqRvHWMT>

If you have any technical problems submitting your video please contact:

Clair Clarke | clair.clarke@gatenbysanderson.com

Please note the video submission is optional.

For an informal conversation about the role, please contact our recruitment partners GatenbySanderson:

Ross Highfield

07891 138 886

ross.highfield@gatenbysanderson.com

For more information and to apply:

www.gatenbysanderson.com/job/GSe118795

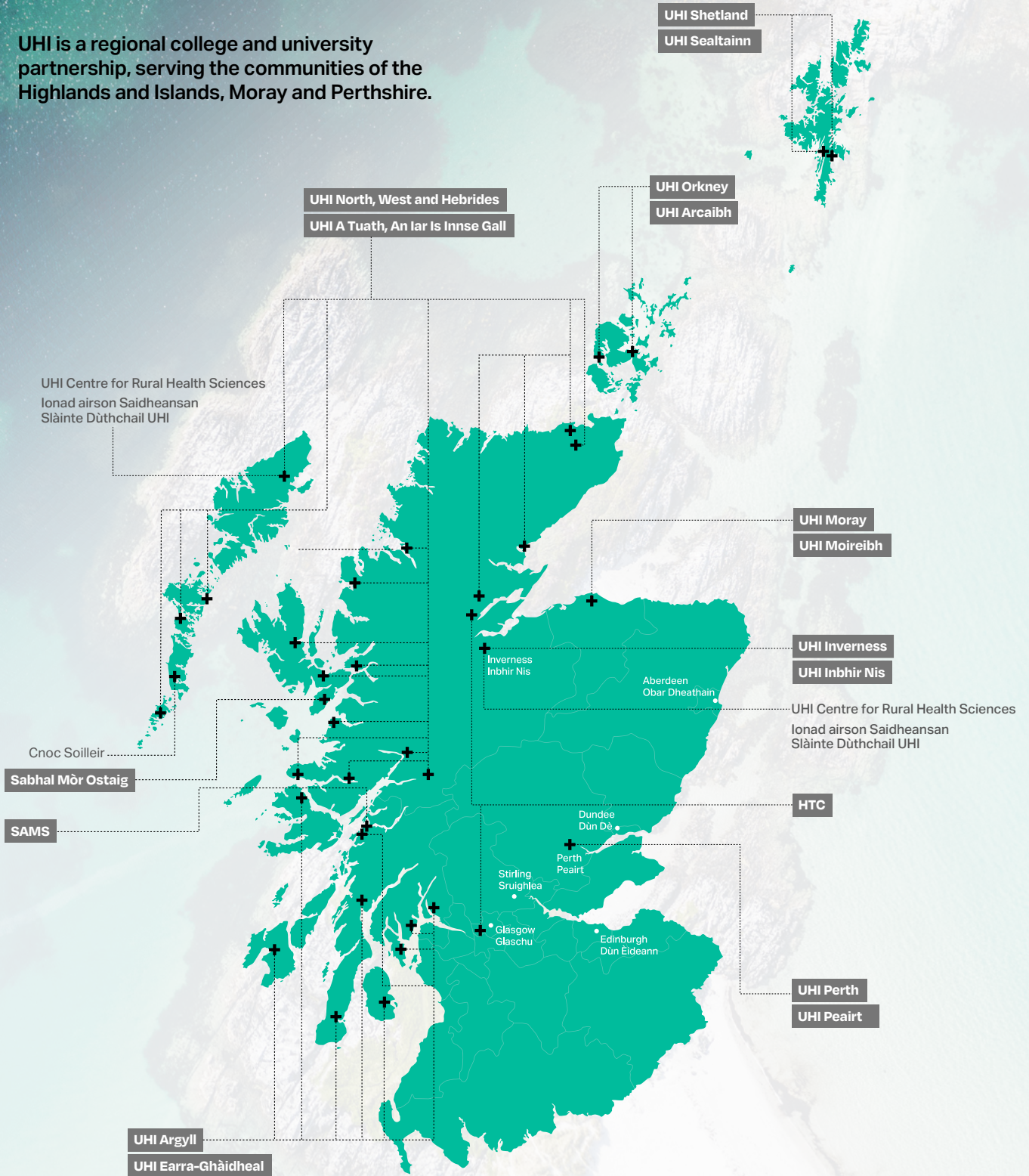
Closing date: Monday 10 February

Shortlisted candidates will be required to lead stakeholder sessions and attend an interview, these are currently planned for week commencing Monday 3 March and further details will be shared in advance.

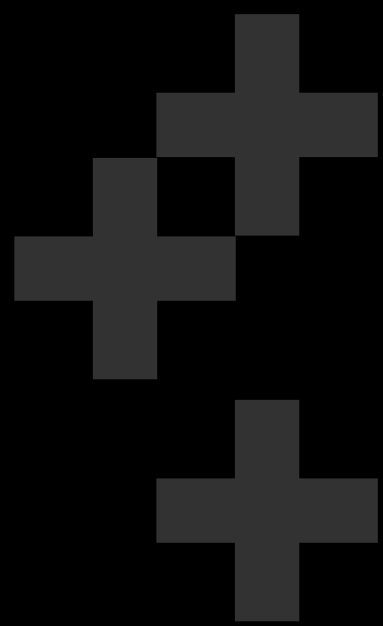
The final interview will be held in person in Inverness.

UHI

UHI is a regional college and university partnership, serving the communities of the Highlands and Islands, Moray and Perthshire.



UHI



UHI partnership

UHI Earra-Ghàidheal

UHI Inbhir Nis

UHI Moireibh

UHI a Tuath, an Iar is Innse Gall

UHI Arcaibh

UHI Peairt

UHI Sealtainn

HTC

Sabhal Mòr Ostaig

Comann Saidheans Mara na h-Alba

UHI Argyll

UHI Inverness

UHI Moray

UHI North, West and Hebrides

UHI Orkney

UHI Perth

UHI Shetland

HTC

Sabhal Mòr Ostaig

Scottish Association for Marine Science

Far a bheil ionnsachadh a' ciallachadh barrachd

Where learning means more

Taigh UHI, Seann Rathad Pheairt, Inbhir Nis, Alba IV2 3JH
UHI House, Old Perth Road, Inverness, Scotland IV2 3JH

Companaidh earranta clàraichte ann an Alba Àir. 148203 | Àireamh
Charthannais Albannaich Chlàraichte SC148203 | Oifis chlàraichte Taigh
UHI, Seann Rathad Pheairt, Inbhir Nis, Alba IV2 3JH.

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SC148203 | Registered office: UHI House, Old Perth Road, Inverness,
Scotland IV2 3JH

