

Marketing & recruitment mentoring services

Reach your potential in the world of higher education marketing

As a marketing professional in the higher education sector, you face many challenges; the pressure for innovation and creativity, the need to do more with less, to meet stretching targets, to work collaboratively with colleagues both within and outside your team and to be an ambassador for the marketing and recruitment function across your institution.

At the same time, you are also responsible for managing your own career and professional development. It's easy to see why this is sometimes neglected, leaving you demoralised or feeling a 'bit stuck' in your role.

Working with a mentor who has experienced these challenges can make all the difference. Rachel has spent 20 years in marketing and recruitment roles in higher education, both within a Russell Group university and business school, as well as for specialist higher education agency and consulting firms. She knows marketing and recruitment teams, and she understands the sector.



I have known Rachel for thirteen years, as my colleague and my boss. What strikes me most about Rachel is her ability to get the best from people and teams. She shapes, nurtures and empowers her team to take ownership and always go that extra mile. Rachel's comprehensive career has seen her work on both client and agency side in the HE sector meaning she is an influential and respected colleague. From market research and campaign management to press and social media strategy, there cannot be any aspect of marketing that Rachel doesn't understand. Always diligent and with an intuitive listening ear Rachel is a natural role model and mentor."

Clare Hudson, Marketing Manager,
Warwick Business School



Rachel's extensive knowledge and experience in marketing and the higher education sector can only be matched by her ability to listen, analyse and to guide towards finding solutions and achieving goals. Her commitment, patience and selflessness are the attributes that can only enrich the experience of those she mentors. I have been fortunate enough to work with Rachel and cherished not only her unmatched professionalism but also her genuine interest in my development as well as her encouragement and support in reaching my goals".

Kornelia Korol, Client Partner, Penna



Rachel Killian

Senior Consultant, Halpin

Rachel's success as a mentor lies in her exceptional ability to empower individuals to develop their own strengths, beliefs and behaviours. She works with those at Senior Manager or Deputy Director level within marketing and recruitment teams, sharing professional knowledge and expertise and providing guidance and constructive feedback. She is committed to continual learning and professional development, with particular interest in supporting mid-career women to set and meet ongoing professional goals.



Email info@halpinpartnership.com
to book an exploratory call.



Tweet Rachel @RachelKillian



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