

International Recruitment Officer – International Recruitment – Grade F

Job Description

Purpose

To support the University's international recruitment effort with the aim of increasing its profile and the number of enrolled international students across all levels, in an increasingly challenging international environment.

Duties

1. Support the University's international recruitment efforts with the aim of increasing the university's profile and the number of enrolled international students across all levels.
2. Represent the University at home and overseas at education fairs and co-ordinate independently arranged visits to talk to students and meet with existing and potential partners.
3. To present to a range of audiences, including potential students and their parents; staff in schools and colleges; and agent and partners both in person and via online communication methods. Proactively follow up from fairs, visits and general enquiry management, ensuring a customer-focused approach to potential students and partners.
4. To support the sponsor management process of our enrolled sponsored-student body (alongside the Agent and Sponsor Relationship Manager) and support Regional Managers (where necessary) with sponsor-related matters at applicant/offer holder stage.
5. To be the first point of contact for students, their parents and other enquirers, wishing to visit the campus, providing an excellent level of customer service and support events for visiting international students to ensure integration e.g. Welcome Week.
6. To provide logistical and administrative support for: inbound visits from key international visitors (eg, agents, government officials, scholarship bodies, high school counsellors etc); overseas events such as Agent and Career Counsellor conferences; campus-based Agent Conference(s); online delivery of webinars.
7. Update the international scholarships, admissions, sponsors and agent guides annually and ensure website and international share-point content is accurate and up to date for internal and external stakeholders from all markets, working closely with the regional managers and the Marketing team.

8. Support the Director of International Recruitment and the Head of International Recruitment with weekly and/or monthly data analysis and reporting on international recruitment trends, recruitment channel analysis, performance metrics and other relevant insight to inform strategic decisions.
9. Deputise for regional leads as required, including occasional overseas visits during peak periods and/or assistance in the delivery of University-wide responsibilities such as Enrolment, Open Days, online conversion events etc. Some evening and weekend working will be required.
10. Provide data and sector-specific intelligence to support International Business Partners in their engagement with individual academic Schools.
11. Identify opportunities and drive growth in diversity markets through innovative digital engagement, building relationships with agents, school counsellors, and other key influencers in regions with limited existing presence.
12. With regards to the nature of your role and its impact upon our students, make an active contribution to and support the improvement of the student experience.
13. Work flexibly and responsibly and undertake such other relevant duties and responsibilities, appropriate to the grade, as may be determined, from time to time, by the Director of International Recruitment. This may include working in other teams within the Recruitment and Partnerships Service during peak periods and/or assistance in the delivery of University-wide responsibilities such as Enrolment, Open Days etc. Some evening and weekend working will be required.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Previous recent experience of working in an international marketing environment and/or international student recruitment context (Application/Interview).
- Experience of delivering a high level of customer service (Application/Interview).
- Undergraduate degree in a relevant area or equivalent experiential learning (Application).
- Proven excellent interpersonal and presentation skills with evidence of building effective working relationships at all levels and communicating across a wide range of internal and external audience (Application/Interview).

- Highly organised, self-motivated and committed, with the ability to work efficiently with minimal supervision and find solutions to complex issues as they arise (Application/Interview).
- An understanding of and sensitivity to the issues currently facing international student recruitment (Application/Interview).
- Willingness to undertake overseas travel (Application/Interview).
- Advanced IT skills in standard Microsoft Office packages (specifically Excel) (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Experience of working within an International Office within an education institution (Application/Interview).
- Experience of working with a CRM system and associated business processes (Application/Interview).
- Marketing qualification (Application).