International Recruitment Administrator

External Relations

Closing date: 19 August 2018

Interview date: 4 September 2018

Vacancy reference: 6904
INTRODUCTION

The University Strategy for 2014-2020 sets ambitious targets for student recruitment at a time of increasing competition with a focus on growth in the University’s population of high quality students. Student Recruitment and Admissions (SRA) plays a vital role in this vision, acting at the point of interface between the University and its future students. This role supports the Office’s strategies for international student recruitment.

SRA is a busy office comprising approximately 60 staff in 5 teams, each with a major part to play in the student recruitment and admissions process for both undergraduate and postgraduate students. Staff in SRA work closely with prospective students, their parents and advisers in a range of home and international markets and across multiple communication channels. The team also promote widening participation activities and outreach events as well as conduct the admissions process for undergraduate and postgraduate programmes.

The International Recruitment Team is responsible for the recruitment of international (non-EU) students. The principal remit of the Team is to contribute to the University’s strategy by increasing the number of well-qualified international students admitted to the University and as well as contributing to the diversity of the student body. The Team works across 7 regions and approximately 30 target markets to deliver recruitment activities, promote and develop brand awareness, maintain stakeholder relationships, and identify market opportunities.

We are seeking to appoint a new International Recruitment Administrator to provide administrative support for the delivery of our student recruitment and outreach activities. The post-holder will provide general administrative support for the Team, specific support for International Officers, provide excellent customer service to internal and external stakeholders, coordinate the international ambassador scheme, and actively assist in the recruitment of UK-based international students.
Main purpose of the role

The role-holder will provide general administrative support for the team across a range of the team’s work, assisting two designated International Officers, as well as holding responsibility for co-ordinating the International Ambassadors Scheme and processing applications for the University’s scholarships. Other responsibilities will include providing pre and post event administrative support for overseas recruitment events, hosting incoming visits from prospective students, assisting with digital marketing campaigns and website updates, and responding to daily telephone and email enquiries from a range of stakeholders.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

- Co-ordinating the International Ambassadors Scheme; identifying and targeting potential applicants, providing training and support and liaising with them with regard to providing advice and support for prospective applicants; taking forward new initiatives, such as Ambassadors involvement in the York Award.
- Processing applications for the University’s various scholarship schemes.
- Co-ordinating the ‘international@york.ac.uk’ and ‘international-agents@york.ac.uk’ email inboxes, ensuring all emails are replied to or forwarded to another member of staff within two working days.
- Co-ordinating responses to enquiries received through the Department’s Customer Relationship Management system (CRM)
- Handling post-event activity including updating contact details and mailing lists, follow-up marketing activity with enquirers, including use of the University’s Dotmailer mailing system
- Organising mailings internally and externally, particularly to schools, colleges, universities and agents overseas
- Responsible for routine maintenance of databases, including the general mailing list and the agents’ database.
- Act as the liaison point between the International Team and the Strategic Marketing and Digital Communications team over the creation, development and maintenance of the website for prospective international students
- Assisting with maintaining the International Recruitment Team’s presence on social and digital media websites, including the holding of Skype counselling sessions and updating information on the York International Twitter account.

The above list of duties is not exhaustive and is subject to change. You may be required to undertake others duties within the scope and grading of the post.
## PERSON SPECIFICATION

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<th>Essential/</th>
<th>Qualifications</th>
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<td>GCSEs (minimum of 5 at grade C or above, including Maths and English) or equivalent</td>
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<td>A levels or equivalent education</td>
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### Knowledge

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<th>Essential/</th>
<th>Understanding of issues relating to higher education</th>
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<td>Understanding of needs or issues pertinent to international students</td>
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<td>Awareness of developments in international student recruitment to the UK</td>
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### Skills, abilities and competencies

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<th>Essential/</th>
<th>Proven IT skills, including proficiency in the use of email, spreadsheets and word processing</th>
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<td>Excellent oral and written communication skills</td>
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<td>A pleasant, considerate and courteous manner when dealing with others</td>
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<td>Ability to produce well-presented work with accuracy and attention to detail</td>
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<td>Ability to adapt to changing priorities and flexible deadlines</td>
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<td>Ability to work independently and as part of a team, with tact, diplomacy and a regard for confidentiality</td>
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<td>Experience of using a website CMS, social and digital media</td>
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### Experience

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<th>Experience of working in a customer service orientated environment</th>
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<td>Experience of working effectively in a busy office environment</td>
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### Personal attributes

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<th>A pro-active approach to work and a commitment to delivering a high quality service</th>
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<td>Cultural sensitivity when dealing with people from different backgrounds and nationalities</td>
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<td></td>
<td>Willingness to learn new technologies, systems and procedures</td>
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<td></td>
<td>Willingness to undertake occasional work outside of normal hours</td>
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THE DEPARTMENT

Student Recruitment and Admissions (SRA) forms part of the University’s Directorate of External Relations. SRA has responsibility for the following:

- outreach to and recruitment of prospective undergraduate and postgraduate students in UK, European and Worldwide markets;

- admissions policy and strategy in relation to undergraduate and postgraduate students as well as the operation of the University’s admissions function and links with UCAS. Admissions decision-making is in part centralised with decisions taken by members of SRA staff;

- outreach specifically to students with widening participation characteristics.

This role is based within the International Recruitment Team which promotes the University to prospective students and advisors in the University’s markets outside the EU.

SRA works closely with other sections of the Directorate: in particular the Strategic Marketing and Digital Communications and the International Relations Office, but also including the Development and Alumni Relations Office and the Centre for Lifelong Learning.

SRA is based in The Stables building on the Heslington West part of the University campus. Co-location of all teams within SRA leads to effective co-ordination of the Office’s functions and constructive collaboration between teams.
THE UNIVERSITY

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world’s leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and are ranked 16th in the Times & Sunday Times league table (2017). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages.
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York's bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford's Tower and the Shambles - just a few of the many attractions.

But York isn't just a great place to visit - it's also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain's best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King's Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 6904
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 19 August 2018

What will I need?

We will ask you for details of:

- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and/or by answering questions.

Help and assistance

Direct any informal queries to Layla Williamson at layla.williamson@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835