Study Abroad Officer
External Relations

Closing date: 20 February 2019
Interview date: 14 March 2019
Vacancy reference: 7349
INTRODUCTION

The Centre for Global Programmes is responsible for providing an efficient and effective study abroad and exchanges operation for the University. In line with the International Strategy the role holder will be a key player in the University’s development of international opportunities for students, through a diverse range of programmes.

The University Strategy identifies international opportunities as a key experience for York students. The Centre for Global Programmes is restructuring to provide dedicated resource to each Faculty in the strategic development and management of these programmes. This will provide assist academic departments, facilitate new programme development and raise awareness of opportunities to both undergraduate and postgraduate students.

The role holder will manage a range of university-wide programmes and take on one of several expert advisory role in business development, student engagement, or programme development. This will require strong project management skills, excellent customer relationship skills, specialist knowledge of the market, e.g. Erasmus+, developing embedded mobility, “year abroad” options, summer programmes as well as an innovative approach to problem solving and negotiation with internal and external stakeholders.
**Main purpose of the role**

The role holder will be required to manage designated study abroad programmes for the Centre for Global Programmes e.g. summer group programmes, credit based exchanges, new “with year abroad” programmes, short courses and visiting student programmes, in collaboration with individual departments and at faculty and university wide levels. The role holder is responsible for scheduling and organising workload for him/herself and other team members working in this area as well as promoting the programmes to students to maximise participation in existing outgoing mobility programmes. The role holder is responsible for all aspects of the programmes including contractual and financial responsibilities, advising key stakeholders and reporting on outcomes.

The role holder will coordinate university wide, departmental and faculty led activities related to incoming visiting and outgoing study abroad student programmes, advising and negotiating with senior departmental academic, administrative and central service staff as well as senior academics and key institutional contacts worldwide and international agencies e.g. British Council, European Commission, Santander.

The role holder will be responsible for the development and expansion of current and future schemes in line with the University’s intention to expand such opportunities for its students. The role holder will work with a designated faculty in order to develop an expert understanding of the requirements for incoming and outgoing mobility within the faculty and develop a plan aligned to the University’s strategic aims. This involves identifying potential programme partners, negotiating agreements, advising academics and students, promoting the schemes and developing and maintaining strong relationships with a network of partners and other institutions.

The role holder is required to represent the University of York during visits by overseas institutions, and to travel overseas to visit potential and existing partner institutions and attend international meetings, fairs and conferences to develop incoming visiting and short course business, new exchange and summer opportunities, present to potential students and staff, oversee contract negotiations, nurture and expand existing partner relationships and monitor student experience.

Always maintaining a professional and diplomatic manner, the role holder will have a customer-focused attitude and the ability to meet targets, initiate and implement projects independent of other team members e.g. summer group programmes, new exchanges, short courses and visiting student recruitment, finding solutions to any problems that may arise. Working with other members of the Centre for Global Programmes team, the role holder will provide a holistic service to faculties, therefore excellent team working skills are also critical.

**Key responsibilities**

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

**Programme Development: 50%**

- To drive new international mobility initiatives through the development, delivery and servicing of designated programmes such as International Study Centres, summer schools, visiting student and exchange schemes
- To lead negotiations with institutions abroad, academic departments, and central support services to develop incoming and outgoing student opportunities in line with strategic priorities
- To provide expert advice to Faculties on international mobility and build strong relationships between the Centre and each Faculty
- To be responsible for the development and implementation of bespoke mobility plans for one Faculty, working closely with academic departments in conjunction with the other study abroad managers in CGP
- To provide high quality business reports and
information to senior management groups

- To write proposals for internal and external funding for new business development in accordance with the strategic needs of the Centre
- To drive strong student engagement within the University to ensure that all available places are filled
- To develop new incoming student markets, ensuring sustainable exchanges and income generation through fee-paying visiting and short course students

Marketing: 20%

- To contribute towards the strategic communication and marketing of the Centre to a diverse range of audiences, through a range of tools, including digital and social media
- To undertake overseas travel for business development and marketing purposes and to represent the University in the UK and overseas when required. This may include presentations to senior audiences and national and international conferences

Administration: 30%

- To ensure that new and existing programmes adhere to current policies and procedures and that changes are effectively communicated to internal and external stakeholders.
- To be responsible for the planning and delivery of designated projects: securing funding sources, managing the operational budget, individual project costs, allocating Centre staff resources, developing new marketing initiatives and materials to recruit students
- To encourage a positive working environment with good staff morale, motivation and a versatile approach to working, and line manage designated staff effectively to meet business needs

Other:

- To deputise for the Head of Study Abroad and Head of York Courses as required. This may involve representing the University at events both on campus and elsewhere in the UK and abroad, and representing the Centre for Global Programmes at University meetings.
- To undertake any other duties as appropriate within their competence, as required by the Head of Study Abroad, Head of York Courses or Director of Global Engagement.
# PERSON SPECIFICATION

## Qualifications

<table>
<thead>
<tr>
<th>Essential / Desirable</th>
<th>Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential</td>
<td>A degree or equivalent professional experience</td>
</tr>
<tr>
<td>Desirable</td>
<td>Professional marketing qualification or training e.g. CIM</td>
</tr>
<tr>
<td>Desirable</td>
<td>Project management qualification or professional training e.g. PRINCE2</td>
</tr>
</tbody>
</table>

## Knowledge

<table>
<thead>
<tr>
<th>Essential / Desirable</th>
<th>Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential</td>
<td>Expert knowledge of IT systems and packages used in office environments</td>
</tr>
<tr>
<td>Essential</td>
<td>Knowledge of key success factors in International programme design</td>
</tr>
<tr>
<td>Essential</td>
<td>Detailed understanding of HE procedures and systems</td>
</tr>
<tr>
<td>Essential</td>
<td>Knowledge of international marketing, relationship management or higher education mobility</td>
</tr>
<tr>
<td>Essential</td>
<td>Knowledge of Study Abroad programmes e.g Erasmus+</td>
</tr>
<tr>
<td>Desirable</td>
<td>Working knowledge of a second language</td>
</tr>
</tbody>
</table>

## Skills, abilities and competencies

<table>
<thead>
<tr>
<th>Essential / Desirable</th>
<th>Skills, abilities and competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential</td>
<td>Excellent project management skills (client negotiations and presentations, managing time and tasks, budgets, monitoring and reporting issues and demonstrating success against expected outcomes)</td>
</tr>
<tr>
<td>Essential</td>
<td>Excellent oral and written communication skills</td>
</tr>
<tr>
<td>Essential</td>
<td>Creative and analytical thinking with regard to business development, problem solving</td>
</tr>
<tr>
<td>Essential</td>
<td>Ability to understand cultural and national differences across a broad spectrum</td>
</tr>
<tr>
<td>Essential</td>
<td>Ability to make decisions, set priorities and react promptly to changing needs in a demanding work environment with a high degree of independence</td>
</tr>
<tr>
<td>Essential</td>
<td>Confidence with IT management systems and ability to produce timely and accurate reports</td>
</tr>
</tbody>
</table>
## PERSON SPECIFICATION

### Experience

<table>
<thead>
<tr>
<th>Experience</th>
<th>Essential/Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience of managing a range of complex projects</td>
<td>Essential</td>
</tr>
<tr>
<td>Marketing and communication expertise (experience of market research, customer relationship management, platform and channel planning including social media)</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of managing international programmes</td>
<td>Essential</td>
</tr>
<tr>
<td>Proven line management experience</td>
<td>Desirable</td>
</tr>
<tr>
<td>Experience of leading groups on international travel</td>
<td>Desirable</td>
</tr>
<tr>
<td>Significant time spent overseas through study or work experience</td>
<td>Desirable</td>
</tr>
<tr>
<td>Providing advice and guidance to students and staff in a sensitive and supportive manner</td>
<td>Desirable</td>
</tr>
</tbody>
</table>

### Personal attributes

<table>
<thead>
<tr>
<th>Personal attributes</th>
<th>Essential/Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commitment to career and self-development and willingness to learn new skills and acquire new areas of knowledge</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to provide leadership and motivate others</td>
<td>Essential</td>
</tr>
<tr>
<td>Self-confident, self-motivated and resilient</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to communicate confidently and effectively with staff, students and external stake-holders at all levels in a caring, professional and diplomatic manner</td>
<td>Essential</td>
</tr>
<tr>
<td>Willingness to travel overseas (expected to be up to eight weeks per year) and to work unsocial hours (evenings, weekends) in the UK and overseas on behalf of the University</td>
<td>Essential</td>
</tr>
</tbody>
</table>
The Global Engagement department oversees the University’s international strategy and works to promote international opportunity and partnerships. It manages strategic alliances and institutional partnerships with organisations throughout the world, facilitates global research collaborations, and develops international opportunities for students and staff. Staff work closely with other colleagues in External Relations on international alumni relations, fundraising, media relations and events management, and co-ordinates closely with the international student recruitment team.

The Centre for Global Programmes, forming part of the Global Engagement department is the hub for all study abroad projects including exchanges, short courses and summer schools, visiting student recruitment, group trips overseas and providing funding for individual projects. However, individual departments and Faculties are strongly encouraged to provide an internationally focussed environment including a diverse range of curriculum options, offering places to students from overseas to study at York and providing York students with opportunities to undertake study abroad. The Centre is committed therefore to developing university-wide programmes as well as offering specialist resource to each Faculty to advise and support the development and implementation of international student mobility programmes such as Erasmus+ and activities related to individual learning outcomes e.g. bespoke short courses, field trips, electives etc.
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 then 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 7349
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 20 February 2019

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

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

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