Regional Manager,
International Student Recruitment

Department: External Relations
Hours of work: Full-time / 37 hours a week
Contract type: Open
Salary: £32,817 - £40,322 a year / Grade 6
Introduction

The recently formed International Recruitment, Partnerships and Mobility (IRPM) department makes up part of the External Relations Directorate, and has around 50 staff working on international student recruitment, short courses, exchange and study abroad, and global partnerships and research support.

The International Recruitment team within IRPM is tasked with developing a strategy to achieve substantial growth in overseas recruitment to grow our international student population at both undergraduate and postgraduate levels. This is a challenging role as the sector navigates around COVID-19 in order to continue to provide a first-class education experience for students, in a safe and welcoming environment.

Main purpose of the role

To represent the University internationally, promoting its brand and raising its profile in order to contribute to the delivery of the University’s international recruitment objectives. The role-holder will join a team focusing on student recruitment objectives for a particular territory and will take responsibility for the management and development of sales and recruitment channels for a specific set of international markets. The role includes the planning, development and implementation of student recruitment strategies designed to grow the University’s business and deliver against recruitment targets for the designated markets. Working under the direction of the International Recruitment Manager for the region, you will also provide specialist advice, guidance and practical assistance to internal stakeholders such as academic departments and professional support services.

Please note that market responsibilities may be subject to change from time to time according to business needs.

Key responsibilities

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

International Student Recruitment

- Play a constructive and proactive role in the development and implementation of the University’s international student recruitment activities in support of the University Strategy.

- Assume specific responsibility for the development of one or more international recruitment markets (initially markets within one or more of the Americas, MENA, Europe, or Africa).

- Identify market opportunities, devise recruitment strategies and formulate budget proposals for each market on an annual basis.

- Plan and execute recruitment activities within the assigned budget.

- Evaluate the outcomes of recruitment activities for the designated markets, providing statistical and trend analysis on a regular basis to inform decision-making.

- Develop specialist cultural knowledge and market intelligence to provide regular reports and analysis on the progress of market strategies.

- Provide specialist advice, information and practical assistance to senior University staff, faculties, academic departments and relevant professional support services in relation to institutional and departmental international student recruitment objectives and activities.

- Develop and maintain sustainable relationships and partnerships with key influencers within the designated markets such as agents, schools, colleges, universities, pathway providers, funding bodies
(including government ministries, embassies or sponsors), British Council, University of York alumni and others, as may be appropriate within the context of the market strategy.

- Coordinate and manage inward visits by prospective students, applicants and other key influencers.
- Manage the agent network and performance within the designated markets to ensure they are effectively promoting the University.
- Work collaboratively with marketing teams to plan and execute online and offline marketing activities appropriate to the designated markets.
- Deliver a schedule of tailored and timely communications for the designated markets at key points of the student journey from initial enquiry through to enrolment.
- Represent the University at online and offline international recruitment events, providing advice and guidance to prospective students and their influencers.
- Act as a main point of contact for prospective international students, applicants and their influencers.
- Build effective relationships with source institutions such as schools, colleges and universities, including the delivery of engaging presentations promoting the University to prospective students, applicants and their influencers.
- Gather market intelligence and identify recruitment opportunities in market which the University is not currently exploiting and to advise managers on the development of programmes to meet these demands.
- Undertake relevant projects as directed by the International Recruitment Manager.

**Collaborative Working**

- Act as the International Recruitment Team liaison contact to designated academic departments, including the delivery of advice and guidance on academic department’s international recruitment strategies and objectives.
- Act as the Team’s liaison contact with one or more of the University’s support services (e.g. International Student Support; Accommodation Services; Careers).
- The post-holder may from time to time be involved in other aspects of the Directorate’s work, in particular providing staffing assistance at major Open Days and during confirmation and clearing.
- Work in a constructive and collaborative manner with a range of individuals and organisations to ensure the above responsibilities are carried through.

*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.*

**Condition of appointment**

This role is exempt from the Rehabilitation of Offenders Act. Consequently, all applicants will be asked to declare both unspent and spent convictions on their application form.

Appointment of the successful candidate will be conditional on a Disclosure and Barring Service check.
## Person specification

<table>
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<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Good honours degree</td>
<td>Essential</td>
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### Knowledge

Knowledge and understanding of issues faced by UK higher education in recruiting students from one or more of the following regions: the Americas, MENA, CIS, Europe, Africa. **Essential**

### Skills, abilities and competencies

- Ability to develop student recruitment strategies and plan their implementation across a range of varied markets **Essential**
- Excellent oral communication skills including the ability to present effectively to diverse audiences **Essential**
- High level of literacy and attention to detail to produce clear, concise written reports, business plans and strategies **Essential**
- Ability to use IT skills to a high level of competence including word-processing, presentation, database and spreadsheet applications **Essential**
- Ability to analyse and interpret market intelligence including the use of database-stored information for planning and evaluating market strategies **Essential**
- Ability to organise own workload under pressure of time and resources whilst maintaining a high level of attention to detail **Essential**
- Ability to adapt to changing priorities and flexible deadlines **Essential**
- Ability to work effectively within both a core regional team and wider office whilst also able to work independently for sustained periods **Essential**
- Evidence of meeting and exceeding objectives and targets **Essential**

### Experience

- Experience of working in an education marketing or student recruitment role **Essential**
- Experience of managing budgets **Essential**
- Full UK driving licence and a willingness to drive in other countries where needed **Essential**
- Experience of international student recruitment in a higher education context **Desirable**
- Experience of international student recruitment in one or more of the following markets: the Americas, MENA, CIS, Europe, Africa **Desirable**
- Working ability in one or more languages relevant to these markets **Desirable**
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<tr>
<th>Personal attributes</th>
<th>Essential</th>
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<tr>
<td>Ability to represent the University confidently and to leave a positive impression</td>
<td>Essential</td>
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<td>Organised and flexible, able to prioritise</td>
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<td>Strong customer focus, committed to ensuring delivery of excellent service standards</td>
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<td>Cultural sensitivity, tact and diplomacy</td>
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<td>Ability to work with a high degree of independent and respond positively and creatively to unforeseen events</td>
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<td>Excellent interpersonal skills and the ability to relate to and influence a wide range of people of differing cultural backgrounds and levels of seniority</td>
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<td>Ability and willingness to travel extensively overseas, which may be for up to 3 weeks at a time</td>
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<td>Ability and willingness to work extended hours and out of hours (e.g. evening and weekends when required)</td>
<td>Essential</td>
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