Director of International Recruitment, Partnerships and Mobility
External Relations

Closing Date: 20 March 2022
Interview Date: 22 April 2022
Ref: 10323
Thank you for your interest in the exciting role of Director of International Recruitment, Partnerships and Mobility at the University of York. We are now seeking to build on the considerable success of our current Director of IRPM (who has decided to return to the private sector) by attracting an experienced professional in higher education internationalisation to develop further our international strategy aligned to York’s recently launched 10 year University Strategy.

The Directorate of External Relations is responsible for the advancement of the global reputation of the University of York, working in partnership with the University’s senior leaders, Deans and academic departments. The decision, in 2019 to approve a significant investment business plan aimed at diversifying our international recruitment and other associated activities, allowed for a restructure of the directorate and the creation of a senior management team responsible for the development and delivery of strategic and operational plans to enhance the University’s reputation and income generation potential.

The directorate’s portfolio spans:

- Communications and Brand
- Marketing, Recruitment, Admissions and Outreach
- International Recruitment, Partnerships and Mobility
- Philanthropic Partnerships and Alumni Engagement

This restructure has delivered significant reputational benefits and income generation is well ahead of the original business plan. Despite the uncertainty caused by the global pandemic York has exceeded an array of recruitment and other business targets in the past two years.

The Director of IRPM is responsible for the development and oversight of the delivery of a comprehensive international growth strategy for the University, working closely with the Deputy Vice-Chancellor, who has strategic oversight and responsibility for the University’s International Strategy.

I very much look forward to your application.

Joan Concannon
Director of External Relations
Working closely with the Deputy Vice-Chancellor, the Director of External Relations, and other academic leaders, the Director of IRPM will work to achieve substantial growth in overseas recruitment, enhance institutional global partnerships and networks, and expand its portfolio of student mobility programmes and opportunities.

The International Recruitment, Partnerships and Mobility team will be tasked with:

- developing effective and measurable plans that support the strategic direction of the University of York and its international objectives;
- increasing the visibility of the University of York to global audiences, including partner international universities, international academic networks and other international research and teaching partnerships, as well as developing strong relationships with relevant higher education and other government Ministries in priority markets;
- providing advice and guidance on how the University of York can engage with the UK Government’s recently published International Education Strategy, and enhance relationships with appropriate UK government departments;
- managing and mentoring high performing teams of professionals whose scope of work includes, but is not limited to:
  - International student recruitment and retention
  - International research and teaching collaborations and partnerships
  - Study Abroad and international study centres
  - Short Courses and Summer Programmes

International operations, including the University’s international representative offices in Beijing, Delhi, San Diego and Kuala Lumpur.

The Director will have operational responsibility for the management of a range of institutional partnerships with academic institutions in priority markets as well as managing the University’s membership of organisations including the Worldwide Universities Network.

In order to support the broad range of change initiatives associated with the University's new strategic investment in international, you will work closely with related services, for example Admissions, Marketing, Alumni, Student Services, the University’s Pathway programme provider, and to support the development of the University's strategic alliances with Maastricht University and City College Thessaloniki.

The Director of IRPM will be a member of the External Relations Senior Management team (ERSMT) and will work collaboratively with other members of the ERSMT, to establish and advance the strategic priorities of the University.

Main purpose of the role

The University of York committed to a significant investment in its international student recruitment and internationalisation agenda. This position of Director of International Recruitment, Partnerships and Mobility provides leadership for the various strands of internationalism at the University that have been brought together with a key emphasis on delivering a step-change in the University’s approach and growth trajectory in its international recruitment and associated activities.

Reporting to the Director of External Relations, the successful candidate will develop and oversee the implementation of a strategy for the University's international activities, consistent with objectives to achieve ambitious growth in international student recruitment. Working closely with the Deputy Vice-Chancellor & Provost, the Deans and Heads of Academic Departments, you will support academic departments in prioritising and achieving the potential of their international activity and portfolio, and leverage the University’s reputation to deliver both commercially-focussed international partnerships and partnerships that support teaching, research and knowledge exchange.
Key responsibilities

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

Strategy

- Lead on the development and delivery of the University’s integrated international strategy, in support of the Deputy Vice-Chancellor & Provost, including driving an ambitious overseas recruitment plan to manage the diversity of our international student population. The portfolio of responsibilities includes:
  - Significantly increasing York’s ability to attract overseas students from priority markets to drive income generation and create a more culturally diverse student population
  - Working closely with the Pro-Vice-Chancellors to achieve the University’s ambitions with regard to international collaborations through the provision of market intelligence, engagement with academic departments and identifying, fostering and managing international partnerships
  - Deliver the University’s ambition to provide an international experience for at least 20% of our student population through the provision of innovative and accessible mobility programmes
  - Develop the University’s global network of academic partners through the development of a scalable business plan to expand our summer schools and short course programmes

- Provide strategic advice and guidance to Deans, Academic Heads of Departments and academic leaders on:
  - New programme development to support overseas recruitment growth for departments with low overseas student populations to ensure York’s current growth trajectory can be achieved
  - The development of a holistic and innovative trans-national education strategy to support partnership development and income generation
  - Developing a business case to respond to potential changes in international mobility programme funding
  - Develop responsive and scalable strategies to support international academic partnerships, and our membership of global networks such as Worldwide Universities Network
  - Ensure the coherence and alignment of the University’s various international activities towards institutional goals. This will involve shaping and managing relationships with internal and external stakeholders to deliver against global strategic objectives
  - Understand trends in international education and proactively seek international business development opportunities through horizon scanning the external environment for the purposes of increasing international enrolment growth, maintaining and enhancing the quality and diversity of student populations by market and subject area
  - Support wider University aims by working with the Director of External Relations and the External Relations Senior Management team (Marketing, Recruitment and Admissions and Philanthropy and Alumni Partnerships), Professional Support Services, Deans and other academic leadership, and other appropriate University colleagues on matters of strategic importance
  - Provide guidance to the University on the future direction and potential of the University in international markets, working closely with the Director for MRAO to ensure coherence on strategic approaches toward securing the overall quality and size of the University’s student populations

Operational Engagement

- Manage the teams responsible for operational delivery of York’s international activity in support of reputation and income generation including our staff in overseas offices located in Delhi, Kuala Lumpur, Beijing and San Diego
- Develop and deliver various routes to ensure active monitoring of trends and actions of comparators and competitors in key markets to inform future strategy
- Manage and commission international market intelligence functions to support global reputation management and enhancement
JOB DESCRIPTION

• Oversee the successful delivery of a wide range of international activity in the Directorate, ranging from international student recruitment, research partnership support, study abroad and exchange activity, international visits, partnership development, short courses, and market intelligence programmes.

• Ensure effective monitoring and reporting on international initiatives, delivering accountability and transparency to internal University stakeholders and external stakeholders involved with the University’s international programmes, partnerships and collaborations, including reporting to relevant University Committees as required.

• Oversee the deployment of a robust CRM and digital engagement strategy to increase prospective student engagement with York at all parts of the recruitment cycle

Representation

• Provide expert guidance on international education to colleagues, and serve as an advocate for international issues within the University, in order to support the aspiration to become a top 75 university as measured by key international league tables

• Effectively share expertise, breadth and depth of knowledge of the international education field in the University of York context, with senior stakeholder representatives within the University

• Work to raise the University’s profile and identify opportunities to build strategic alliances with external partners. This will include exploring opportunities for new partnerships with international institutions, organizations (both governmental and non-governmental), recruitment agencies, private providers and regulatory bodies to support the achievement of the University’s goals

• Act as a brand ambassador for the University at events, including overseas, as required from time to time

• Develop strong and collaborative relationships with priority market policy-makers and UK based diplomatic corps to deliver University International objectives

Leadership and change management

• Provide effective leadership and line management to develop a culture of high performance in the new International Recruitment, Partnerships and Mobility team, ensuring that the overall team is focused on delivering the strategic objectives of the University with regard to the International agenda

• Work effectively with HR, senior leadership and space managers, to enable a smooth transition for new initiatives and staff teams in International.

• Communicate a compelling vision of the long-term strategies as well as short term targets to staff, enhancing their capacity to contribute to high performing teams

• Support the managers in International in the management and development of their staff, with a particular emphasis on both the provision of excellent customer service and continuous professional development

• Foster a positive, confident and enthusiastic working environment with good staff morale, motivation and a versatile approach to working

Financial management

• Work closely with the Director of External Relations to set direction for department funding priorities, and manage the work of team heads to allocate, plan and monitor budgets across the department

• Oversight of and accountability for the University’s budget for the International Office, including Strategic Investment Fund budgets, as agreed with the Director of External Relations

• Accountability for the work of staff teams managing the finances for externally funded projects, ensuring that appropriate records are maintained and that monitoring reports are delivered as required

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

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated to degree level or equivalent</td>
<td>Essential</td>
</tr>
<tr>
<td>Professional qualification in a relevant area</td>
<td>Essential</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrable knowledge of current issues in international education and deep understanding of the higher education system in the UK, or a similar HE system, including knowledge of regulatory frameworks and student systems</td>
<td>Essential</td>
</tr>
<tr>
<td>Knowledge and substantial senior level experience of delivering international student recruitment, marketing and admissions outcomes</td>
<td>Essential</td>
</tr>
<tr>
<td>Demonstrable knowledge of higher education governance and management processes, including people, infrastructure, technological and financial issues</td>
<td>Essential</td>
</tr>
<tr>
<td>Knowledge and in-depth understanding of the requirements of establishing and maintaining collaborative partnerships across multiple locations with a range of complex institutions and organisations, including evaluation and delivery of complex commercial arrangements and development of business plans</td>
<td>Essential</td>
</tr>
<tr>
<td>Understanding of the requirements of compliance and contractual obligations in a higher education environment</td>
<td>Essential</td>
</tr>
<tr>
<td>Knowledge of multiple international jurisdictions for project, partnership or other contract work</td>
<td>Desirable</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate ability to think strategically and creatively, with an ability to help craft institutional vision for international engagement</td>
<td>Essential</td>
</tr>
<tr>
<td>Demonstrate ability to review strategic and operational procedures and processes; ensure they are fit for purpose and maximise efficiency; make recommendations for improvements as identified and implement agreed change</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to calculate and interpret statistical data as a management reporting tool</td>
<td>Essential</td>
</tr>
<tr>
<td>Excellent communication, problem solving and planning skills, with the ability to innovate, anticipate and respond to changing circumstances. Ability to work well with colleagues from different countries and/or other cultures</td>
<td>Essential</td>
</tr>
<tr>
<td>Financial planning, and subsequent budget management</td>
<td>Essential</td>
</tr>
</tbody>
</table>
## PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>Experience</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Substantial experience in senior roles in the management of international activity including international student recruitment, marketing and developing global partnerships</td>
<td>Essential</td>
</tr>
<tr>
<td>Substantial experience of developing strategy and policy in relation to large-scale international initiatives in higher education; including demonstrated success in developing and leading strategies for growing international student numbers and revenue</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of working with a range of partners at senior level in global environments</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of working in a senior managerial role in a large, complex institution or organisation, including experience managing and motivating large staff teams and of the effective distribution and flexible use of staff resource</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of leading transformational change involving business process, innovation and organisational change with a range of stakeholders</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience and understanding of how IT systems can support and enhance service delivery</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of working in the context of a research-intensive University</td>
<td>Desirable</td>
</tr>
<tr>
<td>Experience of living and working away from one’s home country</td>
<td>Desirable</td>
</tr>
</tbody>
</table>

### Personal attributes

<table>
<thead>
<tr>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultative and able to influence and work collaboratively, with emotional intelligence and an ability to relate to a wide range of people</td>
</tr>
<tr>
<td>Creative and innovative with a strong grounding in practical solutions and achieving results</td>
</tr>
<tr>
<td>Resilient, able to work well in a fast changing environment and with conflicting priorities</td>
</tr>
<tr>
<td>Political and commercial acumen, able to seek and identify opportunities for the benefit of the University</td>
</tr>
<tr>
<td>Demonstrates integrity, openness and honesty with a strong commitment to equality and diversity and an understanding of cultural differences and considerations</td>
</tr>
<tr>
<td>Ability to network and engage effectively with a wide range of stakeholders, successfully managing a diversity of relationships</td>
</tr>
<tr>
<td>Commitment to the mission and values of the University and an empathy with the academic role</td>
</tr>
<tr>
<td>Enthusiasm to act as brand ambassador for the University, including overseas working as necessary</td>
</tr>
</tbody>
</table>
The Directorate of External Relations is the key accountable directorate for the advancement of the University of York’s reputation in order to support recruitment of students and staff, generate philanthropic income and support the identification, facilitation and fostering of international and corporate partnerships to support the academic mission of the University and to enhance the student experience. Following a major restructure of the directorate in 2019, three additional strategic roles were developed to support the Director of External Relations (a member of the University Executive Board): the Director of Marketing, Recruitment and Admissions; the Director International, and the Director of Communications, working alongside an existing senior member of the team – the Director of the Office of Philanthropic Partnerships and Alumni (OPPA). These role holders comprise the External Relations Senior Management Team.

The International Recruitment, Partnerships and Mobility team is responsible for developing and supporting a comprehensive international agenda and holds responsibility for delivering the university’s international growth goals in respect of reputation and income.

The Directorate is comprised of five divisions that work across the operational and collaborative workstreams of branding, international, fundraising, environment, student experience and recruitment.

**International Recruitment, Partnerships and Mobility (IRPM)**
Promoting study opportunities globally, building global partnerships and facilitating international student mobility.

**Office of Philanthropic Partnerships and Alumni (OPPA)**
We work with a community of global donors including individual philanthropists, family trusts, foundations and corporates and our alumni community.

**Communications**
Advancing the University’s reputation through media relations, research communications, public events, staff and student engagement, and shared creative and digital services.

**Marketing, Recruitment, Admissions and Outreach (MRAO)**
Promoting the University’s study opportunities, engaging with schools and colleges, advancing access and outreach, and managing applications and admissions.

**Centre for Lifelong Learning**
Offering an exciting range of postgraduate distance learning courses, accredited courses for local learners, options to study for pleasure and massive open online courses.
OUR COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION

Founded on the principles of excellence, equality and opportunity for all, the University is proud to create an environment that attracts staff and students from all over the world. What we gain from diversity is immeasurable.

Our Equality, Diversity and Inclusion Strategy, which was developed in partnership with our staff and student communities, describes our commitment to create a culture where everyone can contribute to university life, knowledge and growth.

We want to create a working, learning, social and living environment that will enable all staff and students to achieve their full potential. Our strategy sets out an ambitious set of objectives to succeed in our commitment, but we have a challenging journey ahead. We recognise that we are not truly representative of our communities locally, nationally and internationally. We would like to pay particular focus to gender parity across all levels, particularly in senior roles; the recruitment, retention and success of a more ethnically diverse staff and student community; an accessible and inclusive campus and ensuring that the values and behaviours we expect from everyone embrace inclusive responsibility and leadership.

Opportunity for all
Our outreach programmes and widening participation work have made us one of the most socially diverse universities among our peers. The York Students in Schools (YSIS) programme has been providing a helping hand in the city’s classrooms for 25 years, placing around 700 students with local schools every year. It recently introduced a new English and Mathematics tutoring scheme.

A report by The Reform Research Trust in September 2017 ranked York second out of 29 high-tariff institutions for our track record in increasing access for disadvantaged students from 2011/12 to 2015/16.

Wellbeing and support
Students are encouraged to balance their studies with activities and interests to give them a healthier and more rounded student experience. We have invested heavily in support of physical health with new and improved sports facilities, and in mental health through our Open Door counselling and crisis team which now opens in the evenings during term time. We have also developed a support network of staff trained in Mental Health First Aid. University staff have access to wellbeing help and support, and can access advice through our site. Further information on our health and wellbeing support can be found at https://www.york.ac.uk/staff/support/.
We are a world-class institution, focused on creating an environment of excellence in which all our students, staff and researchers can thrive. Our Research Strategy encompasses our vision that York should provide a home for some of the best research in the world. ([https://www.york.ac.uk/research/](https://www.york.ac.uk/research/))

We are a high-performing member of the Russell Group, ranked 18th in the Guardian’s Good University Guide 2022, and 19th in the Times and Sunday Times Good University Guide 2022. We were awarded TEF Gold for our research-led teaching which provides "consistently outstanding outcomes for students from all backgrounds".

Our Equality, Diversity and Inclusion Strategy speaks to the core of our values. We hold 23 awards from Athena SWAN, recognising the advancement of gender equality: representation, progression and success for all.

In 2021 we were shortlisted for Times Higher Education’s University of the Year Award in recognition to the University’s response to the Covid pandemic. Further details on the nomination and how the University responded to one of the most unprecedented events in our history can be view on [The Year We Came Together - Our Covid-19 response](https://features.york.ac.uk/who-we-are/).

At the heart of the region

The University is deeply embedded in the local community of North Yorkshire. Our values and commitment to the public good have never been more important. We are a hub for sharing knowledge, inspiring collaboration and enriching lives.

Across the University, we are mobilising our knowledge, our people and our resources to tackle the immediate and long-term challenges created by the coronavirus crisis.

[https://features.york.ac.uk/who-we-are/](https://features.york.ac.uk/who-we-are/)
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 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](http://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 10323
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 20 March 2022.

Our selection process is scheduled to take place on 22 April 2022.

What will I need?

- Your CV
- A cover letter outlining your motivation for application and how you meet the criteria for the role

You will also need details of 2 referees.

Help and assistance

Direct any informal queries to Paul Ellison (HR Recruitment Adviser) paul.ellison@york.ac.uk

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

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