Regional Manager

**Department:** International Recruitment, Partnerships and Mobility

**Hours of work:** Full-time | 37 hours per week

**Contract type:** 12-months fixed term

**Salary:** £34,308 - £42,155 per year
Main purpose of the role

The International Recruitment, Partnerships and Mobility (IRPM) department makes up part of the External Relations Directorate, and has around 55 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 responsible for 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 significant changes in the internal and external environment in order to continue to provide a first-class education experience for students, in a safe and welcoming environment.

We have an exciting opportunity for a proactive and dynamic Regional Manager to join our Americas, Middle East, Europe and Africa team to help drive the delivery of our regional student recruitment strategy in the Middle East and North Africa, non-EU Europe and central Asia. The key purpose of the role is to initiate, plan, and execute recruitment activities, promote and develop brand awareness, maintain positive stakeholder relationships, and identify market opportunities for the University of York in the designated markets.

The role principally focuses on recruitment from Saudi Arabia, Turkey and UAE, as well as other markets in the regions above. There will also be a focus on how the University can better engage with international funders and sponsors as well as our network of agents. Reporting to the International Recruitment Manager, you will work collaboratively with staff based in the UK and overseas to meet recruitment targets and deliver a high level of service to internal and external stakeholders.

This position may be suitable as a secondment. You should have your line manager’s approval before submitting an application if you would like to apply for it as a secondment.

Key responsibilities

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

1. Role Specific Responsibilities

- 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 a designated set of international recruitment markets (expected to be the Middle East and North Africa, non-EU Europe and central Asia).
- Identify market opportunities, devise recruitment strategies and formulate budget proposals for each market on an annual basis, then plan and execute recruitment activities within the assigned budget.
- Monitor and evaluate the outcomes of recruitment activities for the designated markets, providing statistical and trend analysis on a regular basis to inform decision-making.
- Take responsibility for regular extraction of, and analysis of, applicant behaviour data using available reporting systems (enquiries, applications, offers, acceptances) within the allocated region, logging snapshot year-on-year performance for comparison and developing tactical responses to trends with the aim of maximising conversion.
- Develop specialist cultural knowledge and market intelligence to provide regular reports and analysis on the progress of market strategies, and to inform internal stakeholders of market opportunities.
- 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.

- 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 a schedule of tailored and timely marketing activities and communications for the designated markets at key points of the student journey from initial enquiry through to enrolment, ensuring colleagues in marketing teams are aware of audience requirements and key selling points.
- 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 including managing inward visits.
- Act as the Team’s liaison contact with designated academic departments and/or one or more of the University’s support services (e.g. International Student Support; Accommodation Services; Careers), including the delivery of advice and guidance on international recruitment strategies and objectives.
- Work with other staff in the International Recruitment team on team-wide projects such as agent engagement or conversion tactics.
- 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.

2. University of York Responsibilities for Grade 6

Service and Operational Delivery

- Oversee a responsive and proactive support service to ensure service expectations are met.
- Collect and analyse stakeholder feedback to help define needs and requirements and the design and planning of services.
- Contribute to operational leadership teams and decision making to shape the nature and level of support services.
- Implement changes to the design and development of a service.
- Accountable for delivery of a service within a defined area or defined responsibilities.
- Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.
- Depending on the role, may be required to act as operational line manager - setting, monitoring and overseeing the work of the team on a day to day basis
- Act as a supportive and encouraging member of a team. For roles at this level with supervisory responsibilities, demonstrate compassion and give advice on commonly occurring wellbeing issues.

Continuous Improvement

- Analyse service and operational delivery data and provide reports, making recommendations for improvement as appropriate.
- Ensure the review and improvement of systems and procedures in line with University frameworks.
- Review internal and external practice to identify opportunities for future improvements or efficiencies.
● Apply expertise to identify, understand and propose resolutions for issues or problems.
● Proactively identify opportunities for building personal knowledge and skills for self and others.
● Deliver knowledge sharing on specialist defined processes across the broader team.

Specialist Contribution
● Provide advice to stakeholders in relation to complex policies, procedures and regulations.
● Provide specific technical advice to ensure compliance with legislation, statutory duties, etc.
● Provide specialist expertise and support with complexity of data and information sources, providing interpretation and analysis.
● Carry out in-depth, complex investigations or searches; interrogate the information and data to identify trends and patterns.
● Deliver training, teaching and/or development delivery for stakeholders.

Collaboration and Communication
● Establish, maintain and develop productive and ongoing relationships with University stakeholders to create ideas for tactical service or operational delivery development.
● Build relationships and networks internally and externally to build and update knowledge and skills.
● Use a range of digital media and tools to communicate with a diverse range of key stakeholders.

Governance and Oversight
● Oversee activity to ensure all processes and transactions are delivered in line with regulatory and professional service and policy standards.
● Provide advice and training to stakeholders regarding compliance and regulations relating to the area of responsibility.
● Contribute to the creation or development of policy and procedures to take account of internal and external changes.
● Ensure activities and documents comply with internal University and external regulation, policy and procedures.

Planning and Organisation
● Plan, organise and prioritise own workload (and, where applicable, the workload of team members on a regular basis), taking into account operational needs and changing circumstances of the team over the short to mid term.
● Plan and manage longer term programmes of work, monitoring progress as required.
● Lead the delivery of projects to facilitate service operational change or play a role in University-wide projects.

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake others duties within the scope and grading of the post.
Person specification

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<tr>
<th>Role Specific</th>
<th>Essential/Desirable</th>
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<tbody>
<tr>
<td>Knowledge</td>
<td>Essential/Desirable</td>
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<tr>
<td>Knowledge and understanding of issues faced by UK higher education in recruiting international students, specifically from the markets listed</td>
<td>Essential</td>
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<tr>
<td>Skills - demonstrates the ability to:</td>
<td>Essential/Desirable</td>
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<tr>
<td>Ability to develop student recruitment strategies, plan their implementation and evaluate their effectiveness across a range of varied markets</td>
<td>Essential</td>
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<td>Excellent oral communication skills including the ability to present effectively to diverse audiences</td>
<td>Essential</td>
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<tr>
<td>High level of literacy and attention to detail to produce clear, concise written reports, business plans and strategies</td>
<td>Essential</td>
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<tr>
<td>Adapt to changing priorities and organise own workload under pressure of time and resources whilst maintaining a high level of attention to detail</td>
<td>Essential</td>
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<tr>
<td>Experience</td>
<td>Essential/Desirable</td>
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<tr>
<td>Experience of working in a sales, marketing or student recruitment role with a track record of meeting and exceeding objectives and targets</td>
<td>Essential</td>
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<td>Experience of managing budgets</td>
<td>Essential</td>
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<tr>
<td>Experience of international student recruitment, preferably in one or more of the following regions: the Middle East, North Africa, non-EU Europe or central Asia</td>
<td>Desirable</td>
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<td>Personal attributes and behaviours</td>
<td>Essential/Desirable</td>
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<td>Ability to represent the University confidently and to leave a positive impression</td>
<td>Essential</td>
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<td>Strong customer focus, committed to ensuring delivery of excellent service standards</td>
<td>Essential</td>
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<td>Excellent interpersonal skills and the ability to relate to and influence a wide range of people with tact, cultural sensitivity and a diplomatic approach</td>
<td>Essential</td>
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<tr>
<td>Ability and willingness to travel extensively overseas, which may be for up to 3 weeks at a time, responding positively and creatively to unforeseen events</td>
<td>Essential</td>
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University of York Person Specification for Grade 6
**Qualifications:**

Level 3 qualification. (Qualifications at this level include A levels. Please [view the full list](#). We also welcome applicants with equivalent non-UK qualifications or equivalent professional experience.

**Skills - demonstrates the ability to:**

- Lead projects
- Gather, analyse, interpret and report complex data/information
- Use digital technologies including Google applications and/or Microsoft Office
- Communicate effectively in verbal and written formats, including the use of a variety of digital tools

**Behaviours:**

- Works collaboratively with others
- Delivers a quality service
- Develops self and others
- Actively champions respect, inclusivity, equality and diversity
- Identifies and implements continuous improvement