

Job Description

Job title	International Recruitment Officer
School / department	International Recruitment Office
Grade	Grade 5
Line manager	Head of International Recruitment
Responsible for (direct reports)	Currently n/a but please see job description for potential supervisory responsibility
Date of creation or review	24/02/2023

Main purpose of the job

A short summary of the role

To support the implementation and the delivery of the University's international student recruitment strategy from designated markets.

Key areas of responsibility

Description of the key duties and responsibilities associated with the role (bullet pointed or numbered).

STRATEGIC

- Support and co-ordinate international student recruitment for the University and its Academic Schools in designated international student recruitment markets.
- Work with the Head and other international recruitment staff in identifying and advising on course portfolio and collaborative partnerships supporting international student recruitment opportunities from designated markets.
- Implement strategic projects and channels for the University with a focus on international student recruitment, on the development of institutional partnerships and on key stakeholder networks.

OPERATIONAL

- Develop and implement market, operational and conversion plans to maximise high quality intakes and meet set targets.
- Work closely with Academic Schools and other key stakeholders to ensure that recruitment efforts are focused on academic areas which can best meet demand.
- Work closely with Marketing to support the design and implementation of appropriate marketing strategies and plans to aid recruitment efforts. This includes developing and supporting effective communication strategies to aid conversion using a variety of media types.
- Conduct interviews with international applicants and make decisions on whether they should be put forward for visa sponsorship in line with the University's guidelines and policies.
- Identify appropriate recruitment partners including the appointment of education agents.
- Maintain relationships with key bodies concerned with international student recruitment.
- Advise the Head and other international recruitment staff to enhance student recruitment effectiveness, by developing improved use of existing systems. This includes managing

the integrity and accuracy of student recruitment data within University and external databases.

- Work with the Head and other international recruitment staff in managing strategic projects within agreed timeframes and meeting stakeholders' expectations. This includes managing compliance and associated updates.
- Operate within agreed budgets for allocated markets and ensure their proper control, monitoring and day-to-day management.
- Produce regular reports on the progress of student recruitment from allocated markets throughout the cycle.
- Work with key stakeholders to maintain and improve the University's international student experience.
- Supervise temps, junior staff or student ambassadors within the International Recruitment function as required by the Head.

GENERAL

- Work collaboratively with the Head of International Recruitment and other team members to ensure an integrated approach to the development and delivery of activities.
- Ensure that International Office procedures are in line with University policies and objectives.
- Ensure the International Office provides an efficient and timely service to all stakeholders.
- Represent the International Office at appropriate events and other activities as agreed with the Head of International Recruitment.
- Advise the Head of International Recruitment on all issues impacting international student recruitment, including changes to UK and international government policies or market conditions.

In addition to the above areas of responsibility the post-holder may be required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

Dimensions / background information

Organisational chart or some further information about the School/College/department.

The International Office is responsible for the successful recruitment and conversion of international applicants to the University. It maintains an extensive global agent and partner network. It is a fast-paced, dynamic environment, with a strong strategic focus on developing and supporting a variety of international student recruitment pipelines.

Person Specification

	Criteria	Essential or Desirable ¹	Demonstrated ²		
			Application	Interview	Test / Exercise
Qualifications and/or membership of prof. bodies This section reflects the appropriate level of expertise required by the role.	Level 3 or equivalent qualification	Essential	x		
	A first degree or equivalent	Essential	x		
	Marketing or other relevant qualification	Desirable	x		
Knowledge and experience This section reflects the level of knowledge and experience of the key aspects of the role, as described in the job description.	Experience of working in and knowledge of a UK higher education international admissions, recruitment, or marketing setting	Essential	x	x	
	Experience of establishing and maintaining successful strategic partnerships	Essential		x	
	Excellent numeracy and literacy	Essential		x	
	Expertise of collating and interpreting market information	Desirable		x	
Specific skills to the job This section identifies job-specific skills required which might be completely unnecessary for other jobs but are critical to this particular job.	Knowledge of international education systems, qualifications and UKVI rules	Essential	x	x	
	Experience in implementing recruitment strategies in international markets	Desirable	x	x	
General skills This section identifies transferable skills that you use for almost every job.	Excellent written and oral communication skills	Essential	x	x	
	Being part of project delivery teams	Essential		x	
	Self-motivated, proactive, and committed, with the ability to work autonomously when required	Essential		x	
Other This section should be used to make candidates aware of any special circumstances pertaining to the post.	Cultural awareness and sensitivity to deal with a wide range of individuals and cultural contexts	Essential		x	
	Ability to cope in a demanding, but exciting environment	Essential		x	

	Ability to work flexibly both in regard to locations and hours to accommodate time differences	Essential		x	
<p>Disclosure and Barring Scheme Is a DBS Check required: DBS (This post does not require a DBS check)</p> <p>Before making a selection, please refer to the University's Disclosure and Barring Checks Guidance for Staff and Criminal Convictions, Disclosures and Barring Staff Policy and Procedure. If a DBS check is required for the role, a Check Approval Form will need to be completed.</p>					
<p>¹Essential Criteria are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.</p> <p>Desirable Criteria are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements, to determine which applicants to shortlist.</p> <p>²Demonstration: Select the Recruitment Process stage at which the candidates will have to demonstrate that they meet the criteria. Criteria which have to be demonstrated at application stage should be mentioned in the Recruitment Information Pack as Pre-Selection/Killer Questions, Shortlisting Questions or Shortlisting Criteria. Other criteria should be evaluated and tested at interview stage (e.g. through interview questions) or through additional tests, exercises or presentations. Criteria can (and should) be demonstrated at multiple stages.</p>					