

## **International Recruitment Officer - External Relations - Grade F**

---

### Job Description

#### **Purpose**

The primary focus of the role is to support the university's international recruitment efforts with the aim of increasing the University's profile and the number of enrolled international students across all levels, in an increasingly challenging international environment. In addition to these core responsibilities, the successful candidate will also support data analysis, project management, and the coordination of resources across different departments to ensure the efficient operation of recruitment activities.

#### **Duties**

1. Support the university's international recruitment efforts with the aim of increasing the university's profile and the number of enrolled international students across all levels.
2. Representing the University at UK and overseas education fairs, coordinate inbound and outbound visits to talk to applicants and meet with existing and potential partners. Providing support in organising and delivering bespoke recruitment activities, and interdepartmental coordination of recruitment resources.
3. Establish and maintain an effective tracking system to follow-up leads generated from recruitment fairs, and visits, produce data led reports on lead conversion activities.
4. Update the international scholarships, admissions, sponsors and agent guides annually, and ensure website and international share-point content is accurate and up to date for internal and external stakeholders from all markets, working closely with the regional managers and Marketing team.
5. Provide project management support of the annual international recruitment activity calendar, coordinating key events such as international Agent and Career Counsellor conferences, and offer holder meetings and pre-departure events.
6. Support weekly and monthly data analysis and reporting on international recruitment trends, recruitment channel analysis, performance metrics, and other relevant insight to inform strategic decisions.
7. Deputise for Regional Managers and Officers as required, including occasional overseas visits during peak periods and/or assistance in the delivery of University-wide responsibilities such as Enrolment, Open Days, etc. Some evening and weekend working will be required.

### Person Specification

#### **Knowledge, Skills, and Behaviours (Essential)**

- Previous recent experience of working in an international marketing environment and/or international student recruitment context
- Experience of delivering a high level of customer service

- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours
- Educated to degree level or equivalent work experience
- Excellent interpersonal and presentation skills with evidence of building effective working relationships at all levels and communicating across a wide range of internal and external audiences
- Highly organised, self- motivated and committed, with the ability to work efficiently with minimal supervision and find solutions to complex issues as they arise
- Advanced IT skills in standard Microsoft Office packages
- An understanding of and sensitivity to the issues currently facing international student recruitment
- Willingness to undertake overseas travel

### **Knowledge, Skills, and Behaviours (Desirable)**

- Experience of working within an International Office within an education institution
- Experience of working with a CRM system and associated business processes
- Marketing qualification