



Join us

as we transform lives

Appointing our new Director of International Recruitment

Candidate Pack



**University of
Central Lancashire**
UCLan

Where opportunity creates success

Introduction

Joining the University of Central Lancashire (UCLan) means being part of a thriving community of talent, united in a commitment to transform the lives of our students and the communities we serve.

As one of the UK's largest universities, with a student and staff community approaching 38,000, the successful candidate in this role will be a key influencer in our University.

At UCLan we help to raise aspirations and empower people to flourish in education, at work and for life by offering opportunities to people from all backgrounds, supporting our local communities and delivering research that has real-world impact. We are a real community, on an international scale and every colleague has a vital role to play in achieving our vision.

This is a really exciting time to join the University as we realign our academic senior leadership structure, to help drive improvements in student experience and outcomes. As a senior leader, you will play an important role in helping to execute our strategic plan and help offer life-changing opportunities to everyone who can benefit from them. Joining our ambitious and passionate senior team means you can help us transform our vision into reality.

The role offers a fantastic opportunity for an enthusiastic and inspiring individual to play a key part in the continuing and future success of our University and its wider role in the North West region.

Thank you for your interest and we look forward to learning more about you and the experience, leadership skills and vision you can bring to our Academic Registry Team.



Ruth Connor

Deputy Chief Executive Officer

Contents

Introduction	2
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About the University

Working together to transform lives	4
Our Schools	8
The University in numbers	9
About our External Relations Team	10
About the role	11
Preparing our students for future success	12
Our Strategic Plan, Vision and Strategy	13
Our working culture	14
An inclusive culture	15
Connecting with research	16
Connecting with business and enterprise	17
Connecting with the world	18
Connecting with the region	19
Our campuses	20
A place where you can thrive	22

About the role

Job description	24
Candidate profile	26
How to apply	27

Working together to transform lives

The University of Central Lancashire (UCLan) is the international, multi-campus university that's proud to be leading the way in modern learning today.

We are innovative by nature, offering courses which combine academic excellence with real-world teaching. Our students are able to develop their skills, knowledge and self-confidence through hands-on learning experiences in state-of-the-art facilities which mirror the environments they can expect to encounter in their professional lives.

This approach ensures that our graduates emerge with highly employable skills, ready to make their mark on the world. Along the way they benefit from the guidance of our inspirational teaching staff, many of whom are internationally renowned experts in their fields.



Where opportunity creates success

We have a long and proud history of enabling people to realise their potential and transform their futures. We gained university status in 1992, but our roots actually go all the way back to 1828, when our distant forerunner, the Institution for the Diffusion of Knowledge, opened its doors in Preston.

A force for economic growth

At the regional level, we are a catalyst for economic growth. In 2019 we opened our £35m Engineering Innovation Centre, a world-class facility which is enabling Lancashire to enhance its status as a national centre of excellence for engineering, aerospace and manufacturing.

We recently announced that we will be taking a leading role in the development

We've grown into one of England's largest universities, with a colleague and student community of around 38,000. Today the impact of our work extends to every corner of the globe.

of a new National Cyber Force, a multi-million pound project launched by the Government which is set to establish Lancashire as a leader in cybersecurity. And in 2021 we strengthened our position as a leading provider of healthcare education with the opening of our new School of Veterinary Medicine, the first ever veterinary school to open in Lancashire.



We've recently invested £200m in transforming our Preston Campus. At its heart is our stunning new Student Centre, which brings our second-to-none support services together under one roof. More than ever, we're giving all our students the help they need to thrive at University.

The Student Centre stands on University Square, one of the largest public spaces to have opened in England for many years. In creating this impressive gateway between the campus and city, we are contributing to the regeneration of Preston and ensuring that the city we're proud to call home is increasingly attractive to students, businesses and tourism.

Over in Blackburn our recent acquisition of Training 2000, longstanding experts in adult education, is enabling us to offer thousands more apprenticeships at all levels, including innovative Degree Apprenticeships.

Ongoing developments to our Burnley Campus are bringing new educational opportunities to the communities of Pennine Lancashire. With our recent acquisition of the Newtown Mill site, we are expanding our campus around the historic Weavers' Triangle area. Our ambition has been to transform Burnley into a flourishing University town, meeting the skills needs of east Lancashire and developing the next generation of key workers in areas such as health, medicine, nursing and social work.



A worldwide community

When you join our University you'll be welcomed into a truly international community made up of students and staff from more than 100 countries, together with a worldwide alumni network of around 200,000 people.

On the global stage, our research continues to transform lives – from improving treatments for stroke patients in India to enhancing standards of maternity care worldwide.

Through our partnerships with more than 120 institutions, we're bringing the life-changing benefits of a University of Central Lancashire education to thousands of students in every corner of the world – from China to Malaysia to Sri Lanka. Meanwhile, our overseas campus in Cyprus is going from strength to strength as it marks its 10th anniversary, with more than 1,000 students now enrolled across our expanding course portfolio.





Our Schools

We are in the process of realigning our academic structure to drive sustained improvements to our student experience and graduate outcomes.

The new structure is as follows:

- School of Arts and Media
- School of Business
- School of Engineering and Computing
- School of Health, Social Work and Sport
- School of Law and Policing
- School of Medicine and Dentistry
- School of Nursing and Midwifery
- School of Pharmacy and Biomedical Sciences
- School of Psychology and Humanities
- School of Veterinary Medicine

The University in numbers

**Top 7%
in the world**

We are in the top 7% of universities in the world, according to the **Center for World University Rankings 2022-2023**.

**3rd largest
in the North West**

We are the third largest university in the North West and Lancashire's largest provider of **graduate-level qualifications**.

**35,000
students**

Our **thriving community** of students from over 100 countries come here to learn from staff who are experts in their fields, achieve their potential, and make friends for life.

**3,000+
dedicated staff**

From our senior leadership team to our academics and Professional Services staff, we take **pride in transforming our students' lives**.

**5 modern
campuses**

We deliver excellent teaching and learning, **an unrivalled student experience** and world-leading research from our campuses in Preston, Burnley, Blackburn, Westlakes and Cyprus.

**550+
courses**

We offer a **huge range** of undergraduate, postgraduate and Continuing Professional Development (CPD) courses, designed to give our graduates the best start to their careers.

**£200m
campus
transformation**

With the opening of our Engineering Innovation Centre, Student Centre and University Square we've **transformed our Preston Campus** for the benefit of colleagues, staff and the wider community.

**123
international
partnerships**

Students in **every corner of the world** - from China to Malaysia to Sri Lanka - are studying degrees awarded by us.

QS Stars

We are proud to have gained various 5 Star (Excellent) accolades in the internationally recognised **QS Stars 2022** ratings system. Our University has a 4 QS Stars (Very Good) rating overall.



About our External Relations Team

As a service we oversee marketing, communications, events, recruitment and partnerships, and public affairs.

We are the voice of UCLan and we are passionate about showcasing the achievements of our Schools, students and University, and strengthening our position in a competitive marketplace. We are here to tell our University's story, to respond to our audiences, to attract and recruit future students, engage our current students, colleagues and communities and enhance the reputation of our institution.

Every day, we are engaging our many different audiences, from school leavers to influencers, MPs and the media on a local, national and international scale - letting them know why we are a number one choice for study, for work, for partnership and much more.

Members of our service are all experts in their fields and work with teams across the university to support key strategic initiatives, provide advice and practical solutions and share best practice.

External Relations is made up of the following teams:

- **International Recruitment**
- **UK Recruitment and Partnerships**
- **Marketing, Communications and Events**
- **International Partnerships**
- **External Affairs**



About the role

We are seeking to appoint a new Director of International Recruitment who will lead us to new levels of success - enabling us to expand our recruitment activities, reach new markets and elevate the global reputation of our University.

You will be an integral part of our External Relations Leadership Team, reporting to the Executive Director (Academic Registry and Student Recruitment) as well as being a key member of our Senior Management Team.

You will spearhead the development of our new International Strategy, enabling us to diversify our student body and enable thousands more people in all corners of the world to benefit from the transformational educational experience we offer.

In this role, you will provide strategic leadership and direction to our International Student Recruitment Team, including our network of overseas agents, and forge productive relationships with relevant organisations. You will also work closely with various colleagues and teams across our international, multi-campus institution to ensure that we are attracting high-quality students and providing them with a positive experience on their journey from initial enquiry to enrolment.



We require an exceptional candidate to help us achieve our ambitions. You will bring extensive experience and a strong record of success in the field of international student recruitment. The combination of sector expertise and professional credibility you have built up throughout your career will be crucial, enabling you to identify new opportunities and shape the University's strategic direction. Your work will enhance our profile and reputation on the world stage.

If you are a visionary leader who is passionate about higher education we would love to hear from you and discuss how your unique skills and experience could elevate our international recruitment activities to unprecedented levels of success.

Preparing our students for future success

We are proud to offer all our students life-changing learning experiences which enable them to unlock their potential, preparing them to succeed in tomorrow's world.

Our courses equip students with cutting-edge skills that are in high demand amongst the world's leading companies. They benefit from our state-of-the-art teaching facilities, which mirror real industry environments. As a result, our graduates are able to transition seamlessly into the professional world, making them highly employable.

Our portfolio is constantly expanding, shaped by industry needs and the rapid technological changes that are revolutionising the world around us.

More than ever, we're committed to ensuring that everyone with the potential to succeed at University is able to do so,



regardless of their background. We've recently invested millions in our second-to-none support services because we want to give every single one of our students the help they need to succeed here. In Preston, our £60 million Student Centre opened in 2021, bringing all our advice and support services together under one roof – from our specialist counselling and mental health teams to our expert advisers on finance, careers, enterprise, inclusive support and much more. Every aspect of the Student Centre is designed to promote wellbeing – from relaxing social and study spaces to a tranquil rooftop garden.

Our efforts to open up the life-changing benefits of higher education to all continue undimmed. In 2014 we introduced a comprehensive range of Foundation Year entry programmes, strengthening our commitment to being an accessible University. Meanwhile, our Return to Study entry programmes are enabling mature students who've been out of education for a long time to make the transition to university-level study and take their lives and careers in exciting new directions.

3rd in the UK

The outstanding support we provide to support our students' mental health has led to us being ranked third in the first ever University Mental Health League Table, published by HUMEN in June 2022. HUMEN surveyed over 7,000 students across 80 UK universities.

5th in the UK

We have been named the top university in the north of England for producing start-up businesses, and we're ranked fifth overall in the UK (Tide, 2021).

Our Strategic Plan

We're proud to offer life-changing opportunities to everyone who can benefit from them. Accomplishing our Strategic Plan will help us to continue this legacy.

Every colleague has a vital role to play in helping us achieve our vision. We're focused on creating a welcoming, empowering environment across all our campuses, fostering a real sense of community and enabling every individual to do their best work and achieve their potential.

Joining our ambitious senior leadership team means you'll be playing a vital role in helping us transform our vision into reality.

Our Vision

We transform lives by delivering an outstanding educational experience, creating prosperity and opportunity in the communities we serve.

Our Strategy

Our strategy is founded on six priorities for the next seven years, taking us up to our 200-year anniversary, in 2028.

Priority 1 - Student Opportunity and Success

Priority 2 - Leading the Way in Modern Learning

Priority 3 - Our People Experience

Priority 4 - Real-world Research and Innovation

Priority 5 - Our Place in the World

Priority 6 - Future-proofing our University

[View our Strategic Plan 2021-2028](#)

Our working culture

Our thriving colleague community is united in a common commitment to transforming the lives of our students.

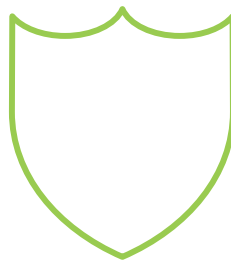
We are focused on creating a welcoming and engaging environment where everyone is supported and empowered to deliver their best work and achieve their potential.

Our Values



Achieving Together

We achieve our ambitions through teamwork and collaboration.



Being Proud

We take responsibility and professional pride in the quality of our work.



Creating Opportunity

We proactively create and seize every opportunity to flourish in education, at work and for life.



Supporting All

Everyone matters.
We show support, respect and compassion to our students, colleagues and communities.

An inclusive culture

We proactively work to promote and embed equality, diversity and inclusion in everything we do. Together we are creating a working environment where everyone can thrive. We are achieving this through the commitment of our colleague community and our involvement in equality awards, accreditations, networks and equality leads. We strive to ensure that our work is central to all policy development, decisions and practice, and that our career and learning opportunities are genuinely accessible to everyone.

Our framework of equality, diversity, dignity, respect and fairness extends to our entire community - colleagues, students, partners and visitors - and is strongly aligned to the University's overarching strategy of proudly transforming lives. We also work with external communities to broaden participation and dialogue and maximise the potential benefits in the communities we serve.

Continuing to draw on the widest and most diverse range of talent for our students and colleagues is essential to the continuing success of the University. We

In 2022, we developed our Equality, Diversity and Inclusion (EDI) statement which outlines our ambitions to create a University where everyone is able to achieve their potential.

[Read our EDI statement in full](#)

are committed to enabling all individuals to benefit from higher education, irrespective of any protected group they belong to, and providing an exceptional learning experience that empowers our students to perform to the very best of their ability. Similarly, we want to provide an inspiring working environment for our colleagues that allows everyone to develop their knowledge and skills to their fullest.

We strive to create a trans-inclusive culture, workplace and learning environment; free from discrimination, harassment or victimisation where all trans people are treated with dignity and respect in the gender with which they identify.

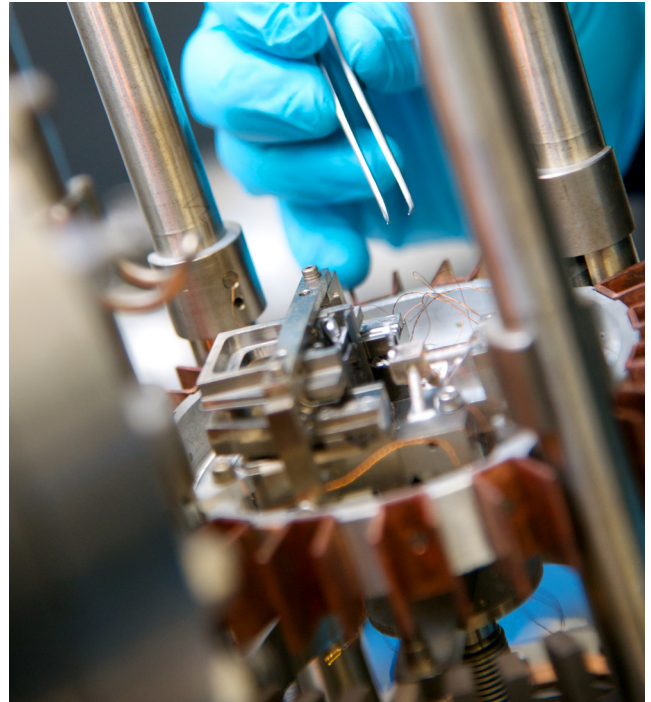


Connecting with research

The University is a leading research institution. Our work transforms lives and has a positive impact on communities all over the world.

Our academics are engaged in innovative and life-changing research projects all over the world – from educating deaf students in India and tackling malnutrition in Pakistan and to exploring the mysteries of black holes. Our staff collaborate with major international organisations, from the United Nations and the World Health Organization to the European Space Agency and NASA.

As well as contributing to policy and practice, our research staff are sought out by the world's media for their expertise. Our research is driving technological change; putting cutting-edge ideas into practice; and improving the health, livelihoods and future prospects of whole communities.



World-leading research: 66% of our research outputs have officially been recognised as world-leading or internationally excellent in the first ever Research Excellence Framework (REF) 2021, a government assessment of our research, overseen by Research England.

Research power: We have been ranked **63rd out of 157** universities for our research power (REF 2021)

900+ research or knowledge transfer active colleagues.

800+ research students currently enrolled.

125+ readers and professors.

Connecting with business and enterprise

We are renowned for our collaborative industry partnerships. What sets us apart is our strong reputation for applied business research, entrepreneurship, innovation and knowledge exchange.

We work together with businesses to foster a more productive and innovative SME sector in Lancashire and we're proud of our strong track record for supporting and developing the region's small business community. Our award-winning Centre for SME and Enterprise Development, which currently has over 1,500 active members, enables local businesses to connect, learn and grow together.

Our Knowledge Transfer Partnerships (KTPs) enable companies to access our extensive industry knowledge and research expertise, with a view to implementing new processes and technologies which will create wealth, safeguard jobs and enhance their productivity and competitiveness.

Our IP and Commercialisation service supports the identification, protection and commercial exploitation of intellectual property. One of our most successful spin-out ventures is Alusid, a company we established as a result of a research project to explore ways in which waste and low-value materials such as glass and porcelain could be repurposed into usable solid surfaces. Based in Preston, Alusid creates tiles, solid surfaces, table tops and wall coverings. The company has won several design awards and recently signed a significant distribution agreement with Topps Tiles. We are keen to support other similar initiatives designed to maximise the practical and commercial benefits of applied research.

As a leading provider of Higher and Degree Apprenticeships, employees can gain valuable, industry-recognised qualifications while introducing industry-leading skills and knowledge into their businesses. We also offer a comprehensive range of Continuing Professional Development (CPD) courses for individuals and organisations.

Our support for student enterprise is second-to-none. In 2021 we were named as the top university in the north of England for producing start-up businesses, and fifth in the UK overall. Through our Propeller student enterprise service, we have offered formal business and enterprise support to 851 new businesses, including sole traders, over the last six years. (source: Tide, 2021)

Our £35m Engineering Innovation Centre (EIC), which opened in 2019, is a significant asset to Lancashire, the North West and the UK. By bringing together our world-leading research and the expertise of our academic staff alongside the region's leading business minds and the very best student engineering talent, we are helping to position Lancashire at the forefront of the 'Fourth Industrial Revolution'. The EIC has quickly become a catalyst for collaboration and knowledge transfer between the University and our industry partners, cementing the region as a national centre of excellence for aerospace, advanced engineering and manufacturing.



Connecting with the world

The University of Central Lancashire has always maintained a global outlook, focused on providing students and colleagues with unique opportunities and cultural experiences that impact, influence and encourage innovation in teaching, research and partnerships. Today we are a community on a truly international scale.

Our journey began in the late 1980s when we secured our first international partnership, with Shenzhen University, when the locality amounted to nothing more than a small fishing village. Shenzhen is now one of the most successful and largest cities in China.

Further partnerships followed with Guangdong University of Foreign Studies, which has seen more than 1,500 students graduate over recent years, Beijing Institute of Technology and Shanghai University of Business and Economics.

It is more than 30 years since we started out on our journey with China, leading the British Higher Education sector in delivering UK degrees in partnership. As China has developed so has our offering, becoming more diverse and innovative and reflecting our strategic approach to China.

We now enrol students from more than 100 countries and have partnerships with 123 international institutions based everywhere from China to Malaysia to Sri Lanka.

In 2012 we became the first British university to establish an overseas campus in Cyprus. As we celebrate the 10th anniversary of its opening, our campus continues to go from strength to strength, with more than 1,000 students enrolled.

Our growing global reputation and reach is stretching even further as we encourage UK students to broaden their educational horizons, and build on established international links to work with new partners around the world. Globalisation provides life-changing opportunities and our University is a true trailblazer.

In September 2017, Hurricane Irma had a devastating impact on Sint Maarten where the American University of the Caribbean School of Medicine is based. We responded quickly and decisively to accommodate the displaced 643 medical students and staff who were transferred to Preston to continue their tuition in just nine days. This resulted in winning the Internationalisation category in The Guardian University Awards 2018.



Connecting with the region

The city of Preston is a vibrant, cultural and friendly city with a very long history. It was given the status of a market town in 1179 and obtained city status in 2002, becoming England's 50th city in the 50th year of the reign of Queen Elizabeth II.

The city centre boasts the Harris Museum and Art Gallery, which was announced as one of 16 additional visual arts organisations across the UK to join Plus Tate, the contemporary visual arts network.

The city's historic Winckley Square Gardens have been officially reopened to the public following a £1.2m restoration backed by the Heritage Lottery Fund (HLF).

Campus life is city-based but in less than an hour you can be on the Fylde Coast, walking in the stunning Lake District or the Forest of Bowland, sight-seeing in Lancaster, shopping in Manchester or Liverpool, or enjoying the best local food at one of the many farmers markets in the county. Preston also has many parks, including Avenham Park, which is a fine example of traditional Victorian parkland in the heart of the city.

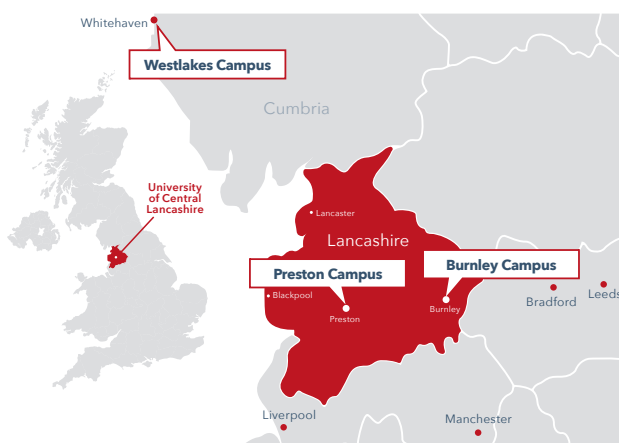
Beacon Fell Country Park is located just 10 miles outside Preston and offers a variety of trails as well as spectacular views of the

nearby Forest of Bowland and Morecambe Bay. The city is also home to Preston North End Football Club.

Brockholes is an award-winning local nature reserve which is home to a range of woodland and lakeside walks and includes a variety of hides to suit all visitors; its Visitor Village scooped awards for Design and Innovation and Tourism and Leisure in 2011.

Located a short distance from the coastline, the Lake District and larger cities of Manchester and Liverpool, both of which have international airports, Preston is also one of the best connected cities in the country, making it easy to get across the UK by road, rail and air.

The city is well served by the M6 motorway both north (J32) and south (J31), and the University is half a mile from Preston railway station - a major hub on the West Coast Mainline and just under an hour away from Manchester Airport.



Our campuses



Preston Campus

Our main campus is located in the city of Preston in the heart of Lancashire, close to the major cities of Manchester and Liverpool, and just over two hours from London by train. Preston is a friendly, bustling place, with a lively atmosphere.

With ample shopping, cafés and snack bars, multi-screen cinemas, great pubs, art galleries and museums, there's plenty of opportunity for a varied social life. There are restaurants and bars to suit every taste and pocket; theatres and music venues featuring the latest acts; and colourful cultural festivals. There are many excellent parks and open spaces around Preston where you can unwind, including the beautiful Avenham Park with its riverside walk, and there are designated cycle lanes around the city. Preston is also within easy reach of fantastic countryside and stunning coastlines - you're close to the Ribble Valley and the Lake District, and within striking distance of the lively coastal resorts of Blackpool and Morecambe Bay.



Burnley Campus

Our Burnley Campus features bright, spacious buildings and cutting-edge facilities. We're situated across three sites: Princess Way (shared with Burnley College), Victoria Mill (an iconic Grade II listed building located in the historic Weavers' Triangle area) and Sandygate Mill. A fourth site, Newtown Mill, is opening soon.

Just a few minutes' walk away from the campus you can venture into vast expanses of scenic parkland. Burnley boasts six beautiful Green Flag parks. During your free time, the opportunities for leisure are endless. Go walking and cycling, enjoy a round of golf or take to the water on Thompson Park's boating lake.

Historic Towneley Park, once the deer park for the 15th century Towneley Hall, is the perfect spot for a quiet picnic and you can enjoy live music here during the summer months. Football fans can experience the thrills of live football at Burnley FC's Turf Moor Stadium.



Westlakes Campus

Our picturesque Westlakes Campus is based on the Westlakes Science and Technology Park in West Cumbria, just three miles from Whitehaven. Westlakes is a beautiful place to work. And when you're not hard at work, you'll have some of the country's most beautiful and dramatic landscapes on your doorstep, just waiting to be explored - from the Lake District to the Solway Coast.

You're within easy reach of the many restaurants, bars, supermarkets, high street stores and medical centres in nearby Whitehaven, which you can easily reach by public transport. Whitehaven also offers live music venues and a theatre. The nearby Lake District, England's largest national park, offers endless opportunities for adventure, including hiking, watersports or just soaking up the breathtaking scenery.



Blackburn Campus (Training 2000)

In 2017 we joined forces with the Blackburn-based educational charity Training 2000, one of the largest Group Training Associations in the UK. With this strategic alliance we are set to become the leading provider of apprenticeships at all levels in the North West.

Training 2000 are specialists in apprenticeships and they've been working in partnership with industry for more than 50 years. By welcoming them on board, we've strengthened our position as the leading provider of the region's skills and employment needs.

Their ever-expanding range of apprenticeships are giving organisations the chance to develop highly skilled staff by equipping them with practical skills and the opportunity to progress to a Degree Apprenticeship.



Cyprus Campus

Our campus in Larnaka, Cyprus offers a truly international experience. Here, students can study for a UK degree that offers the same balance of academic excellence and practical focus as we offer in Lancashire, while enjoying an incredible location on the beautiful southern coast on the island.

It features bright, modern lecture theatres and laboratories, equipped with the latest learning and teaching technology. When students have finished their studies for the day they can go and enjoy the beautiful clean beaches, great food and vibrant nightlife.

Here students can work towards a UK degree while gaining the unforgettable experience of life in the Mediterranean.

A place where you can thrive

If you're looking for a rewarding career where your work helps to transform lives, the University of Central Lancashire offers you opportunities to excel.

There are numerous opportunities for professional development here, including mentoring and coaching support for current and aspiring leaders. This is a place where you'll be given the support you need to grow, progress, realise your potential, and make a real difference to students' lives.



When you work for us you'll be able to enjoy an excellent range of rewards and benefits, including:

Leadership development

Includes coaching, mentoring and networking opportunities to ensure that you're able to continually develop your skills, knowledge and leadership capabilities.

A healthy work-life balance

Academic colleagues are entitled to 35 days annual leave (30 days for Professional Services colleagues), plus bank holidays and 4 additional discretionary days off over the Christmas period.

Financial benefits

- All colleagues are eligible to join an occupational scheme
- There is also the opportunity to sign up to an Additional Voluntary Contribution (AVC) plan
- Discounted travel schemes
- Salary sacrifice scheme to help with the purchase of electric cars
- Discounts on shopping and services through Vivup

Staff networks

We have supported the creation of five equality, diversity and inclusion (EDI) networks which all colleagues are welcome to join. At present these are the International Staff Network, LGBT+ Staff Network, Racial Equality Network, Staff Disability Network, and Women's Network.

Discounted sports membership

All colleagues on our Preston Campus can access the Sir Tom Finney Sports Centre and Sports Arena for a small monthly fee, giving you access to gym and sports facilities, plus a programme of fitness classes. If you're based at our Burnley or Westlakes campuses, you'll have the chance to access nearby sports centres.

Support for your wellbeing

You will have access to a range of support and resources to support your mental health and wellbeing, from trained counsellors to a faith and spirituality centre.



Job description



Job title:	Director of International Recruitment
School / service:	External Relations
Grade:	Management contract
Responsible to:	Executive Director, Academic Registry and Student Recruitment
Responsible for:	International student recruitment and conversion

Job purpose

To provide strategic leadership and oversight of International Recruitment leading on the development of the University's International Recruitment Strategy, reviewing practice and driving change, with a critical focus on the external market and the identification of opportunities to maximise income generation and diversify markets.



Main duties and responsibilities

1. Lead the development and implementation of the University's International Recruitment Strategy, identifying new markets and mobilising resource to activate opportunities to grow market share.
2. Accountability for new International student recruitment (circa 4,000 students) and £60m income annually.
3. Develop and implement solution-focused approaches to meet the University's long term needs to develop new and existing international markets.
4. Lead the development and implementation of the strategy and procedures for the conversion of international students through to enrolments, undertaking representational duties for the University both within the UK and overseas.
5. Working with the Director of Admissions, review all international entry criteria and selection processes to ensure we attract and convert the right students who will succeed in their studies with us.
6. Utilise and promote market intelligence to inform the wider university community in the development of the course portfolio, of regional and faculty strategies and new markets for International Recruitment and providing advice to senior management as required.
7. Ensure effective communications with Academic Schools and Professional Services in relation to international recruitment and conversion activities, providing advice and guidance as appropriate.
8. To work closely with the Deputy Registrar, Immigration and Compliance to ensure our international recruitment strategy, policies and processes are UKVI compliant and to actively assess and manage risk in relation to our Student Visa Licence.
9. Provide effective leadership development and performance management of the International recruitment and conversion teams, engendering cohesion and culture of collective responsibility, maximising the utilisation of resources to meet business priorities, optimise success and ensure that activities constantly reflect value for money.
10. Actively represent the senior level of the University, developing strong relationships with the relevant organisations within the UK and overseas (eg the British Council, Embassies and Consulates, sponsoring organisations).
11. Lead the management and appointment of the University's network of overseas offices, agents and consultants to drive international enquiries and applications, and be accountable for their performance and compliance.
12. Provide key data and management information pertaining to student recruitment and the wider Internationalisation strategy ensuring that the Vice-Chancellor's Group are well-informed to make evidence-based business decisions.
13. Utilising strategic insight, expertise and sector knowledge to inform portfolio development, pricing, student number planning and forecasting.
14. To lead and develop, at a senior level, business focused and high performing relations with ONCAMPUS; American University of Caribbean (AUC); and The International Football Group Limited to ensure delivery against targets/KPIs.
15. To maintain an exceptional awareness of the external market to drive strategic developments, and to represent the University at a senior level, developing relationships with senior stakeholders across the education sector and key regional and government bodies.
16. To lead on strategic initiatives identified by the Vice-Chancellor's Group which relate to market diversification and driving grow income to the University.
17. Provide strategic advice to the Executive Director, Academic Registry and Student Recruitment and the Vice-Chancellor's Group on all matters relating to International Recruitment.
18. Lead and develop high performing teams, building a culture of cross-institution collaboration and driving continuous improvement.
19. Financial responsibility for pay and non-pay budgets.
20. To deputise for the Executive Director, Academic Registry and Student Recruitment as required.

Candidate profile

Work experience

Essential

- Significant experience of leadership and management in the higher education sector in the area of International Recruitment.
- Proven track record in the development and implementation of international recruitment strategies to maximise the recruitment of well qualified students with potential to succeed.
- Extensive experience in the management of overseas offices and agent networks.
- Proven ability to identify and execute strategies to diversify international recruitment markets.
- Extensive knowledge and understanding of current immigration regulations and significant experience of applying the regulations in practice in a student recruitment context.
- Strong knowledge and understanding of OfS and CMA compliance in relation to student recruitment.
- Experience of providing strategic data reporting to senior committees / stakeholders including performance against income targets.
- Proven ability to identify opportunities for continuous improvement, using external data and insight to inform such development, and with the internal credibility to influence change.
- Strategic knowledge of the higher education policy landscape nationally and internationally.

Qualifications / education

Essential

- Degree or equivalent work experience.

Desirable

- Higher degree in a relevant discipline or relevant professional qualification.

Skills / abilities

Essential

- Ability to demonstrate high ethical standards in student recruitment.
- Entrepreneurial and innovative approach to the development of new markets.
- Ability to lead and manage high performing teams, coaching, managing performance and changing culture.
- Ability to work in a high pressured, target driven environment.
- Strong communication skills, including the ability to communicate complex statistic and technical information to senior stakeholders and influence decision making.
- Ability to develop and maintain internal and external networks.
- Excellent relationship management skills and the ability to influence and negotiate.
- Strong financial management skills and the ability to manage resources.
- Ability to travel overseas.

How to apply

Dixon Walter have been retained by UCLan to provide executive search and advisory services. Should you wish to have an informal discussion about this role then please contact **Emma Wilkins** on emma@dixonwalter.co.uk

The closing date for applications is Friday, 2 June

Your application should include on separate documents:

- a letter of application setting out your interest in the role and details of how you match the essential requirements in the Person Specification
- a comprehensive curriculum vitae
- details of three referees and your notice period (referees will not be contacted without your permission)
- a completed Personal Details Form (available from the website below)

Applications should be sent to emma@dixonwalter.co.uk.

Further details are available at the [Dixon Walter website](https://www.dixonwalter.co.uk).

