

## **Regional Manager - Middle East and North Africa, and Pakistan - External Relations - Grade H**

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### Job Description

#### **Purpose**

To take a lead role in shaping the University's regional strategy for the Middle East, North Africa and Pakistan, managing key external stakeholder relationships and driving long-term business development.

To make a significant contribution to the development of the University's international recruitment strategy and regional plans. With a specific focus on student recruitment, development and management of sponsor opportunities in the Middle East and North Africa, and Pakistan, in liaison with the Director of International Recruitment.

#### **Duties**

1. Identify, qualify, and develop new opportunities for growth for the university in MENA and Pakistan, as well as work with colleagues across the university to support schools with the objective of increasing student enrolments and conversions to the university.
2. To lead and manage a small team comprising of a regional officer and international officer, to support achievement of business objectives related to student recruitment in the specified territories
3. Work with the wider university academic schools, marketing, and admissions to devise the regional strategy for MENA and Pakistan, while supporting the regional planning for APAC.
4. Organise and undertake recruitment and promotional visits overseas. This includes:
  - Representing the University at educational exhibitions, school visits, agent offices, applicant and offer holder events. Presenting to prospective students; advising them on study in the UK, the University and possible course options. Offering one to one student and parent counselling and undertaking student interviews to assess academic suitability.
  - Undertaking visits to potential or existing partners overseas; meeting contacts and developing relationships at key institutions abroad such as funding bodies, British Council, government representatives, education agencies and feeder schools /universities.
  - Offering in-person support, training and updates to key stakeholders in their work to promote the University efficiently.
  - Supporting, and or deputising, for other Regional Managers and officers in overseas when required.
  - Hosting and arranging inbound delegations.
5. Foster a data led culture and manage international recruitment activities to

enhance efficiency, conversion rates, international relations, and brand recognition. Provide regular data informed management performance reports to the Director of International Recruitment, including progress against targets and sector monitoring.

6. Undertake market research and producing country and market analysis, ensure the regional recruitment plans are well-informed by high-quality market insights and adaptable to changes in the global higher education landscape.
7. Forecasting intake numbers from the regions proactively developing and implementing proposed strategies for complete student cycle to achieve these within budgetary guidelines.
8. Leverage in-depth knowledge of international recruitment to provide specialist advice and comprehensive marketing intelligence on recruitment opportunities to internal stakeholders.
9. Optimise budget opportunities across target markets.
10. Act as the Deputy for the Director of International Recruitment and contribute to budget planning and control, contribute to the development and delivery of the Service's strategic plans and objectives.
11. Attend regular development training to stay updated on global higher education trends affecting international recruitment activities.
12. Ensure adherence to relevant policies and guidelines related to international activities and the University's policies, including Health and Safety, Equal Opportunities, copyright, Agent Quality Framework, CMA, data protection, freedom of information, and disability.

#### Person Specification

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

- Significant experience of working in an international recruitment environment in a UK university (Application/Interview).
- Extensive and specialist related knowledge of several international recruitment markets. (Application/Interview).
- Proven track record of successful international recruitment / marketing and/or business development in one or more overseas markets (Application/Interview).
- Evidence of meeting targets (Application/Interview).
- Experience of line management (Application/Interview).
- Degree or equivalent experience (Application).
- Proven excellent communication, presentation and negotiation skills (Application/Interview).

- Highly organised approach with the ability to plan and prioritise workload to consistently meet objectives and success criteria (Application/Interview).
- Proven ability to communicate detailed information and guidance to a range of audiences including senior management (Application/Interview).
- Proven ability to implement new developments and procedures in a responsive fashion to meet market demand (Application/Interview).
- Strong relationship management experience and skills in an international context (Application/Interview).
- Highly organised and persistent in pursuing objectives. (Application/Interview).
- Ability to work in a pressured environment, both independently with minimal supervision, as part of a team and beyond the immediate team, contributing toward achievement of team goals (Application/Interview).
- Demonstrable ability to adjust to unfamiliar situations, demands and changing roles, seeing change as an opportunity and being receptive to new ideas (Application/Interview).
- Proven sensitivity to cultural issues relating to international liaison work (Application/Interview).
- High levels of professionalism, enthusiasm, and commitment (Application/Interview).
- Willingness to work flexibly to meet the demands of the job (Application/Interview).
- Ability to travel globally and extensively (Application/Interview).
- 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 (Application/Interview).

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

- Experience of working within an international marketing environment (Application/Interview).
- Experience of recruitment activity in the Middle East and North Africa (Application/Interview).
- Marketing qualification (Application).
- Additional language skills (Application/Interview).