

JOB DESCRIPTION AND PERSON SPECIFICATION**Job Title:** Head of International Recruitment**Salary:****Grade:** 6 (1 FTE)**Location:**University of the Arts London, 272 High Holborn,
London WC1V 7EY**Accountable to:** Deputy Director, Student Marketing and
Recruitment**College/Service:** Student Marketing and
Recruitment Department**Purpose of Role:**

To manage the development and implementation of the University's recruitment strategies across its priority international markets, supporting the delivery of international recruitment targets and market diversification objectives.

A key element of the role will be working collaboratively with the marketing team to create data-led marketing and recruitment plans for international markets, and taking responsibility for the operational management and delivery of recruitment activity schedules determined through these plans.

The Head of International Recruitment will manage a team of Student Recruitment Officers with responsibility for allocated international markets, and will take the lead on managing the performance of, and relationships with, the University's overseas representatives network.

The role will also involve working across a range of strategic cross-departmental projects which facilitate international recruitment, for example the implementation of CRM approaches to improve the prospective student journey from enquiry, through application to enrolment.

The post-holder will require strong leadership and management skills, to allow them to develop and manage a high-performing, collaborative team with members based in London and Hong Kong. Exceptional interpersonal skills are essential, including the ability to develop strong working relationships with key colleagues based centrally and in UAL's Colleges; to communicate effectively across a diverse set of audiences; and to negotiate with and influence important internal and external stakeholders.

The successful candidate will be knowledgeable about and interested in the global student recruitment market; experienced in managing recruitment both directly and through the overseas agent channel; and able to think strategically in terms of developing the University's key international recruitment markets. They will be collaborative, flexible and target-driven, and able to take on a key role within a highly collaborative and target-driven Student Marketing and Recruitment department. The role will include regular international travel.

Duties and Responsibilities

- To work collaboratively with the Director and Deputy Director of Student Marketing and Recruitment and the Head of Marketing to determine and implement the University's international market prioritisation strategy, and to develop and implement recruitment strategies targeted to these priority markets.
- To work with the Marketing team to produce marketing and recruitment plans for priority international markets which bring together the University's activities across the full range of channels to market (including direct recruitment, agent recruitment, digital channels, profile-raising/engagement events, recruitment through feeder institutions and alumni engagement).
- To oversee the operational management, co-ordination and delivery of UAL-wide international recruitment activities including exhibitions, academic interviewing schedules, school visits and other recruitment events.
- To work with the Marketing team, and in particular the Market Analyst, to ensure that international recruitment strategies are informed by relevant market research and performance data, and that market intelligence generated by the international recruitment team is captured, effectively integrated with other data sources, and used to inform market activity plans.
- To manage the University's international recruitment budgets, including monitoring the impact of

recruitment activities and ensuring return against UAL's recruitment investment in its priority international markets.

- To undertake the day-to-day management and leadership of team of Student Recruitment Officers based in London and Hong Kong.
- To manage UAL's overseas representative /agent network, ensuring that the performance of agents is monitored and effectively managed to support delivery of international recruitment objectives. To work with the Heads of Marketing and Content Strategy, Design and Publishing to ensure that that this network is supported by the delivery of effective guidance and communications (e.g. manuals, newsletters and updates, frequent dialogue in relation to market intelligence and strategies, marketing toolkits and templates, and training for agent counsellors).
- To work with the Head of Marketing, the CRM Manager and other colleagues centrally and in Colleges to ensure that student enquiries generated by international marketing and recruitment activity are captured, and that effective processes and communication plans are in place to support the prospective international student journey from enquiry through application to enrolment.
- To work with key colleagues in the University's Admissions Service to influence the development of streamlined admissions processes for international students, ensuring that appropriate content, policies and processes are in place to facilitate international recruitment through both agent and direct application channels.
- To work with key colleagues in the Student Marketing and Recruitment team (the Head of Content Strategy, Design and Publishing and team and the Head of Marketing and team) to develop and maintain a suite of marketing materials (display, print, digital across agent and direct channels) that are tailored to international student needs and support the delivery of international recruitment and conversion objectives.
- To work collaboratively with the Head of UK/EU Recruitment on the development and implementation of UAL's EU recruitment strategies, particularly in relation to expansion of agent channel recruitment in these markets. (NB location of responsibility for EU markets within the Student Marketing and recruitment department will be kept under review, and may subsequently be moved in line with any changes to the fee and immigration status of these markets post-Brexit).
- To take on some assigned international market responsibilities which will include the preparation and day-to-day implementation marketing and recruitment plans for allocated markets; market budget monitoring; representative/agent liaison and training; market briefings and advice for UAL colleagues; the development of qualifications expertise; the dissemination of market intelligence gathered through activities in-market; and recruitment and relationship building visits to allocated markets.
- To work with colleagues across the Student Marketing and Recruitment departments and colleagues in central and College teams to deliver key projects in support of international marketing and recruitment objectives.
- With other members of the Student Marketing and Recruitment team, to maintain strong working relationships with other relevant teams e.g. College International Offices, the Admissions Service, the International Relations Unit, the Language Centre, Artscom, Study Abroad, UALAB and Accommodation Services and the Legal team, taking a collaborative approach that facilitates delivery of the University's international recruitment objectives and broader international strategies.
- With support from the Director and Deputy Director of Student Marketing and Recruitment, to chair the University's International Recruitment Strategy Implementation Group, which brings together academic and professional staff involved in FE, UG and PG degree recruitment across international markets.
- To maintain a strong knowledge and professional level of expertise of all programmes offered by the University, and to be fully conversant with the University's entry requirements, admissions policies and procedures to ensure that all recruitment activities are compliant with UAL policy.
- To provide comprehensive reports following market visits, to disseminate these reports appropriately within

UAL, and to ensure that market intelligence gained through recruitment activity is fed back to colleagues within the Student Marketing and Recruitment Department and to Colleges to inform future activity and product development.

- To carry out other related duties delegated by the Deputy Director and Director, including representing the Student Marketing and Recruitment department at relevant committees and groups as required.

Other

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To work flexibly and be willing to undertake international travel and some occasional weekend or evening work.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships:

- Reporting to the Deputy Director of Student Marketing Recruitment within the Student Marketing and Recruitment Department
- Colleagues across the Student Marketing and Recruitment Department
- College International Directors and International Co-ordinators /Academic Admissions Tutors
- College Communication, Marketing and External Affairs teams
- Colleagues in the Admissions Service based centrally and in Colleges.
- Overseas representatives and agents.
- Colleagues within Artscom, the Study Abroad team and the Language Centre.
- Alumni Relations teams.
- Colleagues in the International Relations Unit.
- Colleagues in the University's Legal team.

Specific Management Responsibilities

Budgets: TBC

Staff: Student Recruitment Officers

Other (e.g. accommodation; equipment):

Signed _____ Date of last review _____
(Recruiting Manager)

Job Title:

Grade: 6

Person Specification

Specialist Knowledge/Qualifications	<ul style="list-style-type: none">• Educated to degree level or above.
Relevant Experience	<ul style="list-style-type: none">• Experience of managing staff and leading a team.• Proven track record of successfully managing and delivering student recruitment activities in a higher education context.• Significant experience of promoting higher education in international markets.• Experience of leading and implementing market-focussed, targeted student recruitment strategies and plans.• Experience of managing relationships with external internationally-based agents and other key influencers and of developing effective communication and training plans for these audiences.• Experience of managing internal stakeholder relationships and of working collaboratively to ensure the delivery of strategic objectives and plans.• Experience and strong awareness of the global student recruitment market and of the issues impacting on international recruitment by HEIs.• Experience of managing budgets and assessing return on investment in relation to recruitment activity.• Experience of using market intelligence and data to inform the development of targeted recruitment strategies and plans.• Experience of the use of student record systems and CRM in support of student recruitment.• Experience of admissions policies and procedures and understanding of the processes for obtaining a Tier 4 student visa.• Experience of leading and delivering key projects in support of student recruitment.• Experience of using excellent interpersonal skills to build internal and external networks and develop highly effective working relationships inside and outside the organisation.• Experience of using negotiation and influencing skills to operate with and across a diverse range of external and internal stakeholders, to achieve desired results.• Experience of using strong organisational skills to prioritise and deliver a varied workload and multiple projects.• Experience of and ability to undertake business

	travel of up to 12 weeks a year in the UK and internationally, and work some evenings and weekends as and when requested
Communication Skills	Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance
Research, Teaching and Learning	Applies innovative approaches to course leadership, teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
	Applies own research to develop learning and assessment practice
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration
Student experience or customer service	Contributes to improving or adapting provision to enhance the student experience or customer service
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria