

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Student Recruitment Manager (International)

Accountable to: Head of International Student Recruitment

Salary: £38,010 - £45,603

Grade: 5

Service: Student Marketing & Recruitment

Location: 272 High Holborn, WC1V 7EY

Contract length : Permanent **Hours per week/FTE** 35/1.0

Weeks per year: 52

Purpose of Role:

To take a lead role in managing student recruitment activities to achieve the University's strategic and operational objectives.

This will include the operational management and delivery of international and EU recruitment activity plans in your designated markets; working with the marketing team to create coordinated, data-led marketing and recruitment plans focussed on priority markets; managing networks of agent and school relationships in allocated markets; and taking line management responsibility for a market-focussed Student Recruitment Officer.

The role requires effective internal and external liaison and will act as a key ambassador representing the University. It will demand exceptional interpersonal skills including the ability to develop strong working relationships, communicate effectively across a diverse set of audiences, and negotiate with and influence important internal and external stakeholders. The successful candidate will be knowledgeable about and interested in the global student recruitment market, and experienced in managing recruitment both directly and through the overseas agent channel. They will be collaborative, flexible and target-driven. The role will include travel in the UK, EU and internationally.

Working with the Head of International Student Recruitment and other colleagues in the Student Marketing and Recruitment department, and colleagues in the University's office in Hong Kong, the post holder will identify and respond to developments in the global student recruitment market, raise UAL brand awareness, deliver excellent customer service across the international prospective student journey from enquiry to enrolment, and provide input into the development of a suite of recruitment materials, across relevant platforms, that are tailored to the needs of international and EU prospective students.

To support and deputise for the Head of International Student Recruitment as required.

Duties and responsibilities

- To take a lead role, working with the Head of International Student Recruitment, in developing and implementing recruitment strategies targeting University's international and EU priority markets.
- To support the Head of International Student Recruitment in relation to the operational management, co-ordination and delivery of recruitment activities within allocated markets, including exhibitions, academic interviewing schedules and other recruitment activities.
- With colleagues in the Marketing team, to produce co-ordinated recruitment marketing plans for allocated markets which bring together the University's activities across the full range of channels to market (e.g. direct recruitment, agent recruitment, digital channels, creative profile-raising/engagement events, recruitment through feeder institutions and alumni engagement)
- To work with the marketing team to ensure that market plans are informed by robust and detailed market intelligence and data.
- Working closely with the Marketing and Content teams within SMR, to contribute to the development of content needed to support the delivery of international and EU marketing campaigns and recruitment activity.

- With the Head of International Student Recruitment, to manage international and EU recruitment budgets, monitor the impact of recruitment activities and ensure return against market investment.
- To undertake the line management of a Student Recruitment Officer.
- To work with colleagues across UAL, including the Admissions Service, College marketing and recruitment teams, and academic staff to improve the processes and systems used to manage the student journey at each stage from enquiry, application to enrolment. This will include managing the fulfilment of enquiries generated at recruitment fairs and events and reviewing and improve these processes as required.
- To work with the Head of International Student Recruitment and colleagues across the Student Marketing and Recruitment department to ensure that international recruitment through the agent channel is supported by the delivery of effective communications with these key influencers, including targeted and relevant newsletters and updates, frequent dialogue in relation to market intelligence, performance and strategies, and the provision of training for agent counsellors (on the ground and remotely e.g. via webinar).
- To take on regional market responsibilities which will include the preparation and day-to-day implementation of recruitment plans for allocated markets; market budget monitoring; agent liaison and training; market briefings and advice for UAL colleagues; the development of qualifications expertise; the provision of “on the ground” market intelligence gathered through activities in-market; and undertaking regular recruitment and relationship-building visits to relevant markets.
- To work with the Head of International Student Recruitment and other colleagues in the Marketing and Student Recruitment department to develop recruitment training materials, handbooks, and toolkits for staff involved in recruitment activities, including recruitment representatives, ensuring the effective communication to these groups of the University’s admissions policies and processes.
- To support the Head of International Student Recruitment in coordinating and supporting the activity of international/academic coordinators in relation to UAL recruitment.
- To work with colleagues across the Student Marketing and Recruitment department to deliver cross-team projects in support of marketing and recruitment objectives.
- To act as an ambassador for the Student Marketing and Recruitment department and the University at external recruitment events, advising and counselling student enquirers/applicants, parents, and staff at partner colleges as required.
- To build effective working relationships with colleagues across UAL Colleges, Language Centre, Short Courses, Study Abroad, Widening Participation, UAL Awarding Body and Accommodation Services to encourage their collaboration and integration with recruitment activities and ensure that UAL is maximising opportunities for recruitment activity.
- 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 the University, 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 work with the Head of International Student Recruitment to identify and follow up opportunities for new progression routes in key international markets, and to facilitate the development of partnership agreements with agreed target institutions which support the progression of their students into Year 2 or Year 3 of UAL degrees.

Others:

- To perform such duties consistent with your role as may time to time be assigned to you anywhere within the University.
- To work flexibly and willing to undertake overseas travel
- To undertake Health & Safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and Staff Charter, promoting equality and diversity in your work.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)
- 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.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associate 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 Head of International Student Recruitment
- Colleagues across the Student Marketing and Recruitment Department
- College Communication, Marketing and External Affairs teams
- Admissions teams
- College International Offices and International Admissions Tutors
- Overseas Recruitment Representatives and Agents
- Networks of feeder schools and colleges in allocated markets
- Colleagues within Widening Participation, Language Centre and Short Courses
- Academic staff within Colleges
- Alumni Relations team
- International Relations Unit

Specific Management Responsibilities

Budgets: Manage budgets for specific recruitment markets

Staff: 1 x Student Recruitment Officer

Other (e.g. accommodation, equipment): N/A

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Person Specification

Specialist Knowledge/ Qualifications	Educated to degree level or above.
Relevant Experience	<p>Experience of managing staff.</p> <p>Experience of working in the higher education sector.</p> <p>Proven experience of developing and implementing recruitment plans.</p> <p>Experience of promoting higher education in international and/or EU markets.</p> <p>An evidenced capacity to evaluate success and improve outcomes and adherence to objectives.</p> <p>Experience of managing relationships with agents /feeder institutions and of developing communication and training plans for these audiences.</p> <p>Experience and awareness of the global student recruitment market and of the issues impacting on HEIs within this market.</p> <p>Experience of managing market budgets and assessing return on investment.</p> <p>Experience of using market intelligence and data to inform the development of targeted recruitment strategies and plans.</p> <p>Experience of admissions policies and procedures and understanding of the processes for obtaining a Tier 4 student visa.</p> <p>Experience of using strong interpersonal skills to build internal and external networks and develop highly effective working relationships inside and outside the organisation.</p>

	<p>Experience of using negotiation and influencing skills to operate with and across a diverse range of external and internal stakeholders, to achieve desired results.</p> <p>Experience of understanding and presenting requirements for innovation in process and of managing /supporting others with change.</p> <p>Experience of using strong organisational skills to prioritise and deliver a varied workload and multiple projects.</p> <p>Experience of and ability to undertake travel of up to 12 weeks a year in the UK, EU and international, and work some evenings and weekends as and when requested.</p> <p>Proven ability to work independently without direct supervision.</p>
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	N/A
	N/A
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	Works collaboratively in a team and where appropriate across or with different professional groups.

Student experience or customer service	Builds and maintains positive relationships with students or customers.
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

Last updated: February 2019