

## JOB DESCRIPTION AND PERSON SPECIFICATION

**Job Title:** Study Abroad Development Manager

**Accountable to** Associate Director, International Enterprise

**Contract Length:** Permanent

**Hours per week/FTE:** FTE

**Weeks per year:** 52

**Salary:** £45,603 - £54,943

**Grade:** 6

**College/Service:** Academic Enterprise

**Location:** HH Across UAL sites

**Purpose of Role:** The department of Academic Enterprise (AE) leads the University of the Arts London's third stream income operations and is integral to the University's long term development. As well as a focus on increasing the amount of income generated by the University from non-core teaching and research activities, AE also generates opportunities for students and graduates to engage with external businesses and other organisations. It builds on, and includes, the successful UAL Short Courses Ltd., UAL Awarding Body, the Language Centre, college and research-based enterprise, and business and innovation operations including Knowledge Exchange. Academic Enterprise not only integrates and bolsters a wide range of business and client facing work across the University but is also developing new products and services for new and existing markets.

Academic Enterprise is a successful and growing department with an anticipated combined turnover of £32m in 2017/18, from both B2B and B2C activities. There are approximately 195 staff and 650 hourly paid tutors working in Academic Enterprise operations in all UAL's Colleges as well as central university services. Each year, around 70,000 students study on short courses or qualifications offered by AE business units.

This post will contribute to the Academic Enterprise (AE) strategy by leading the development of international study abroad sales and marketing activity and partnerships development and relationship management. The role has specific responsibility for ensuring that application and enrolment targets are met for study abroad at each of UAL's six colleges.

### Duties and Responsibilities

- To develop and deliver an effective recruitment and partnership development strategy for Study Abroad programmes at all UAL colleges, including Camberwell, Chelsea and Wimbledon Colleges of Arts, London College of Communication, London College of Fashion, and Central Saint Martins.
- Working with the Associate Director, International Enterprise and college based Business Managers to develop the recruitment and partnership development strategy to ensure this aligns with the recruitment ambitions and expectations of each college and UAL's International Strategy. This includes recruitment for Semester, Integrated, Summer Study Abroad programmes as well as bespoke Study Abroad opportunities, including Faculty led programmes.
- Leading the University's profile in discussions with academics and partnership development within the Study Abroad community, particularly as part of industry / special interest groups at NAFSA / EAIE etc.
- Develop relationships with key external stakeholders at international universities and colleges and key Study Abroad Agents / third party providers on behalf of Study Abroad at UAL, working with the Study Abroad Marketing & Student Engagement Coordinator to manage on-going relationships.
- Network with key partners to identify and address specific needs, opportunities and development in the study abroad market, staying up-to-date with internal and external developments to anticipate emerging opportunities and risks. Provide advice and guidance to College and Study Abroad colleagues, including college based business managers, on key issues concerning study abroad student recruitment and developments internationally which may impact planning.
- To represent UAL Study Abroad activity internationally at all levels including:
  - Institutional visits to meet with Academic Faculty, Study Abroad contacts and senior staff
  - Attending study abroad fairs
  - Preparing and delivering presentation to students and staff
  - Participating in conference activity, including hosting events and participating in creative industry

groups.

This will include extensive independent overseas travel.

- To work with college based Study Abroad Managers/Coordinators and the central Study Abroad team to:
  - Ensure effective communication channels are in place to facilitate prompt responses to enquiries, and resolution of queries/issues
  - Monitor application / acceptance data, using this to measure effectiveness and adapt activities as required.
  - Coordinate the schedule of overseas visits and events for Study Abroad, ensuring adequate representation at international conferences and recruitment events.
- To work with colleagues across AE, UAL Marketing & Student Recruitment and the International Relations Unit to ensure liaison between AE and other UAL international activities to maximise opportunities for Study Abroad profile raising and income generation, and also for short course, foundation and degree student recruitment and other collaborative activities when possible.
- To prepare and brief other AE staff and university and college staff to carry out study abroad recruitment, promotional and other activities overseas to optimise opportunities and return from international visits.
- Develop and maintain internal relationships with key academic staff across the colleges, particularly on courses receiving Study Abroad students and those with ambitions to do so, in order to facilitate efficient and effective communications relating to the Study Abroad academic and student experience.
- Work with the central study abroad team to maintain high levels of customer and partner relationship management, and to support the enquiry, application and conversion processes.
- To work with the Study Abroad Marketing Coordinator to oversee annual study abroad marketing planning and delivery of activities, including ensuring up to date web and printed marketing communications are available and distributed appropriately to international partners, agents, and feeder institutions, in line with recruitment cycles and visits/events.
- To work across all departments with International activity to ensure cross-promotion of AE activity is maximised.
- To contribute to the broader strategic development of Academic Enterprise by attending cross-AE sales and marketing meetings and representing AE on other cross-UAL initiatives.

#### **General**

- To ensure quality service from key external suppliers for AE international marketing activities
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- 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 personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)
- 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 in adherence to data protection policies 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:** Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

**Internal**

- Business Managers and Associate Director, International Enterprise
- Study Abroad team (central and college based)
- AE international marketing & sales team
- Study Abroad Marketing Coordinator and College Short Course Marketing Managers
- Academic staff
- International Relations Unit, and Marketing & Student Recruitment team
- UAL internal and external communications and marketing and student recruitment teams

**External**

- International University and College networks
- Agents and third-party providers
- Membership organisations

**Specific Management Responsibilities**

**Budgets:** Study Abroad Development and Marketing budget (approx. £100k)

**Line Management:** Marketing & Student Engagement Coordinator

**Other** (e.g. accommodation; equipment): Stands, equipment and marketing material for fairs and workshops

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_  
(Recruiting Manager)

Person Specification	
Specialist Knowledge/Qualifications	<p>First degree in any subject</p> <p>At least 3 years' experience in partnership development, marketing and sales for study abroad student recruitment from the USA and other key markets.</p>
Relevant Experience	<p>Track record in sales and marketing in study abroad student recruitment in B2B and B2C environments.</p> <p>Experience of using marketing planning and partnership development to achieve recruitment/sales and income targets.</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 local and distributed team effectively, setting clear objectives.
Research, Teaching and Learning	Applies innovative approaches to professional practice to support excellent teaching, pedagogy and inclusivity
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

Please note that this post involves overseas travel several times a year and successful candidates should be available to travel outside the UK.