

JOB DESCRIPTION

Job Title: Director of International Engagement

Grade: Senior Management

Department: Marketing & External Relations

Responsible to: Executive Director Marketing & External Relations

Responsible for: Head of International Partnerships & Global Mobility

Key Contacts:

Internal: The Vice Chancellors Executive, Faculty Deputy Deans, Marketing & External Relations, Student & Academic Services, Legal & Governance, Finance & Strategic Planning, Information & Library Services,

External: Partner Institutions, British Council, UKVI, Quality Assurance Agency (QAA), BUIA, UUKI, and International Embassies, Consulates, and Ministries of Education.

Standard Occupational Classification (SoC code): 1135

Non-Contractual Nature of Role Profile:

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE

As a senior leader in the University's internationalisation agenda, the Director of International will drive strategic global engagement, shaping the University's reputation and impact on the world stage. This role is responsible for the development and execution of innovative international growth strategies, with a focus on transnational education (TNE), global partnerships, transformative student mobility experiences and alignment with the Research, Knowledge and Exchange strategy.

The Director will cultivate and harness a connected global network of strategic partners, alumni, institutions, international representatives and influencers to amplify the University's international impact, leveraging alumni to support international reputation, student recruitment, mentoring, and partnership development. Operating with significant institutional influence, the Director will provide high-level guidance and expert advice to the Vice-Chancellor's Executive, including accompanying senior leaders on international engagements to ensure alignment, insight, and strategic coherence. Collaborating across the university, the Director will ensure international activities are coherent, future-focused, and tightly aligned with the University's mission, values, and growth ambitions.

While direct accountability for international student recruitment sits elsewhere, the postholder will maintain a close, collaborative relationship with Marketing, Recruitment and Admissions colleagues, offering strategic insight, market intelligence, and alignment of international initiatives. In this influential and integrative capacity, the Director will help shape a unified, high-impact international presence across academic, operational, and external engagement domains, with an eye toward enhancing performance in global ranking frameworks and international reputation metrics.

KEY ACCOUNTABILITIES

Team Specific:

- Lead the development, delivery, and continuous refinement of the University's international strategy, ensuring alignment with institutional priorities and global trends.
- Provide authoritative direction on internationalisation policy, positioning the University as a forward-looking, globally connected institution.
- Exercise delegated authority for signing international agreements and partnership commitments, subject to institutional oversight.
- Advise on the governance, quality assurance, and academic integrity of transnational education, partnerships and international programme delivery.
- Ensure rigorous due diligence, risk management, and compliance frameworks underpin all international activities, in accordance with UK and global regulatory standards.
- Build and steward high-value international partnerships across academic, research, and institutional domains, ensuring strategic fit and long-term sustainability.
- Drive initiatives that enhance the university's global reputation and contribute to improved internationalisation metrics in global rankings (e.g., QS, THE).
- Embed and evolve EDI in international strategies, ensuring inclusive, equitable, and decolonised global engagement
- Support the digital transformation of international education through scalable, tech-enabled programme models, hybrid delivery formats, and virtual mobility initiatives
- Collaborate with Alumni and Fundraising to develop regionally focused alumni engagement strategies, including international alumni chapters, mentorship programmes, and ambassador networks that support recruitment, partnerships, and global visibility.

- Champion transformative student and staff mobility opportunities, including programmes aligned with Turing, Erasmus+ replacements, and bespoke exchange initiatives.
- Develop relationships with sponsor bodies and lead the development of international scholarship opportunities.

Generic:

- Represent the University in senior-level international negotiations, missions, and strategic delegations, enhancing global visibility and influence.
- Work in partnership with Marketing and Recruitment to provide insight and alignment between international strategy and brand positioning.
- Contribute to cross-institutional committees and boards, e.g. partnerships board, and strategic initiatives that advance internationalisation and global engagement.
- Cultivate relationships with key external stakeholders including the British Council, UUKi, QAA, and international government bodies.

Managing Self:

- Maintain up-to-date knowledge of international HE policy, global trends, and compliance frameworks.
- Display adaptability and initiative in responding to the dynamic nature of international higher education.
- Lead, inspire, and develop a high-performing team, fostering a culture of agility, innovation, and collaboration.
- Promote inclusive and accessible global experiences that enhance student success and graduate outcomes.

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

This is a professional and demanding role within a complex organisation with an ambitious strategic plan and agenda for change. A key aspect of this role involves overseas travel, constituting around 20 to 40% of the time, to strengthen the University's global presence, cultivate international relationships, and ensure high-level representation in key regions. The role holder will be expected to demonstrate flexibility in working arrangements to ensure that International Partnerships and Global Mobility deliver the required level of service. While this is a strategic position, the role also requires a balance with operational responsibilities, stepping into operational tasks when needed to maintain service excellence.

KEY PERFORMANCE INDICATORS:

- Delivery of internationalisation strategy milestones and targets.
- Growth and diversification of sustainable international partnerships and TNE provision income/margin growth.
- Contribution to Rankings and Global Reputation, including improvements in internationalisation-related indicators within global league tables (e.g., QS, THE).
- Successful audits, reviews, and risk assessments related to international activities.
- Uptake and satisfaction rates in student/staff mobility programmes.
- Stakeholder feedback (internal and external) on quality and impact of international engagement.
- Development and execution of regional strategies in collaboration with in-region teams, aligning with international recruitment objectives and sector best practices.

KEY RELATIONSHIPS (Internal & External):

- Vice Chancellors Executive.
- Deputy Deans and academic leads.
- Associate Director of Recruitment & Admissions (with a dotted-line relationship to ensure strategic alignment).
- Associate Director of External Engagement (for coordinated global alumni engagement and strategic relationship-building).
- Governance, Legal, Registry, Compliance (e.g., UKVI, due diligence).
- British Council, UK government agencies, foreign embassies, global partner institution.

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Proven success in developing and implementing internationalisation strategies within a higher education context, driving measurable institutional outcomes.
- Demonstrated expertise in adapting educational models to diverse international and cross-cultural contexts, including dual-degree programs, franchise arrangements, and offshore campus delivery.
- Strong experience advising senior leadership (e.g., Vice-Chancellor) on international strategy development and high-level external engagement.
- Track record of driving financial sustainability and growth through international partnerships and strategic initiatives, with experience in data analysis, forecasting trends, and setting targets for TNE delivery
- Ability to represent institutional interests effectively in diplomatic or high-stakes global settings.
- Proven ability to manage international operations through periods of crisis or disruption (e.g., political unrest, pandemics), demonstrating agility and resilience.
- Experience navigating international policy frameworks, compliance standards, and quality assurance processes.
- Demonstrated ability to collaborate effectively with academic and professional service departments to deliver integrated international initiatives.
- Extensive experience in leading and managing diverse, high-performance teams in complex, multi-disciplinary environments including in country teams.

Desirable Criteria

- Recognised international profile or thought leadership in global engagement, transnational education, or internationalisation within higher education.
- Well-established global network of contacts in higher education, industry, and policy, with the ability to leverage these relationships to advance institutional objectives.
- Experience in strategically positioning institutions in global rankings, reputation-building initiatives, and international forums.

SKILLS:**Essential Criteria**

- Excellent strategic planning, leadership, and decision-making skills
- Strong interpersonal and cross-cultural communication skills.
- Ability to influence and negotiate at senior levels internally and externally.
- High level of political and cultural sensitivity in a global context.
- Ability to analyse complex issues, manage risk, and implement effective solutions.
- Skilled in partnership governance, due diligence, and legal/contractual negotiation.

Desirable Criteria

- Capacity to adapt models to digitally delivered international education programmes, especially where full physical campuses are impractical.
- Fluency in one or more additional languages and/or significant professional experience working across multiple cultural contexts.

QUALIFICATIONS:**Essential Criteria**

- Educated to degree level or equivalent professional experience in a relevant field.

Desirable Criteria

- Postgraduate qualification in international education, global affairs, higher education management, or a related discipline.
- Commitment to ongoing professional development relevant to the role.

PERSONAL ATTRIBUTES:**Essential Criteria**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

Desirable Criteria

- A strong sense of personal ambition and drive for global engagement and commitment to promoting equity, diversity, and access within international higher education.