

JOB DESCRIPTION

Job Title: International Student Recruitment Officer

Grade: SG5

Department: Student Recruitment and Admissions

Responsible to: International Student Recruitment Manager

Responsible for: N/A

Key Contacts: N/A

Standard Occupational Classification (SoC code): N/A

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

The International Student Recruitment Officer will provide multi-faceted support for the International Office by working on specialised recruitment and conversion projects, supporting marketing efforts, representing the university at student recruitment events, and working with key internal and external stakeholders. The post holder will be required to combine office-based activity with national and international travel.

KEY ACCOUNTABILITIES

Team Specific:

- The requirement to participate with a team approach to the work of the International Office is paramount, and the post-holder will need to be flexible in contributing to the goals of the Student Recruitment and Admissions strategy. The appointee will adhere to and promote the values of the University of Greenwich: Inclusive, Collaborative, and Impactful

Generic:

- Engage and participate in projects related to recruitment, conversion, and onboarding to support the full cycle of student recruitment.
- Assist with marketing tasks including InDesign projects, video content, social media, and WhatsApp communication.

- Conduct market research into feeder schools, colleges, institutions and international markets, and hold student focus groups.
- Contribute to production of recruitment materials and digital content.
- Deliver in-person and online talks, workshops, presentations and webinars and represent the University at recruitment events including fairs, open days, offer-holder events nationally and internationally
- Advise applicants, agents and external stakeholders on the range of the university's programmes,
- Support recruitment for distance-learning and online programmes
- Undertake agent data analysis and finance administration, such as commission, scholarships, and refund support.
- Provide external stakeholder engagement and administrative support including agents, ministries and sponsors.
- Logging and evaluating projects/team's activity to ensure good working practice and data capture of prospective student leads
- To participate in Open Days, Clearing, and other university events as required, including supervising staff
- To carry out other duties as specified by the Line Manager to support the work of student recruitment and admissions

Managing Self:

- Display considerable initiative in organising their own work and be prepared to take responsibility on all occasions
- Be responsible for representing the university in UK and overseas activities and be prepared to make independent decisions commensurate within that context
- be expected to exemplify the university behaviours of planning ahead and finding new and better ways of working, as well as commitment to the university's brand
- actively seek awareness of a wider world view, positive attitudes towards cultural differences, and knowledge of different cultural practices to inform cross-cultural working, communication, and problem solving.
- Maintain a professional approach through the application of effective relevant skills
- Manage workload effectively, deliver under pressure, and adhere to deadlines
- Working with other staff effectively to help maximise their performance by working as one team
- Ability to work on using own initiative and own judgement to support business and teams' needs

- Understanding the support that is provided within the team and ensuring that it is attained if required
- Raising any pressure points with line manager to talk through best solutions

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:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Student Recruitment and Admissions delivers the required level of service.

Be available to work without taking holiday leave, and on different campuses as required, throughout the Confirmation & Clearing and registration period.

The role, although based at the Avery hill campus, is expected to work across all 3 sites (Avery Hill, Greenwich and Medway) as and when required, and requires travel to events both nationally and internationally. The role involves occasional evening and weekend work, and overnight stays.

KEY PERFORMANCE INDICATORS:

- Support the University's internationalisation strategy, specifically in meeting international student recruitment target
- Ensure compliance with UKVI policies, as laid down by the International Compliance and Advice team

KEY RELATIONSHIPS (Internal & External):

- **Internal:** Head of International Student Recruitment, Associate Director Student Recruitment and Admissions, International Student Recruitment Managers, Senior International Recruitment Officers, International Partnerships Managers, International Recruitment Business Operations Manager, CAS Officers, International Admissions. International Compliance and Advice team, Student Academic Services, Faculty Marketing Leads, Communications & Recruitment Directorate and Programme Leaders as appropriate
- **External:** Collaborative Partner Institutions, the British Council, Overseas regulatory bodies, Prospective students and their parents, Regional Offices/Consultants, Agents, High Commissions, Embassies, Ministries, Sponsors, BUILA.

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Experience in student recruitment and/or providing excellent customer service in a sales role
- Experience of planning and prioritising work to meet demanding deadlines.
- Experience of using a range of communication channels including phone, email, social media and online chat
- Working in a fast-paced setting

Desirable Criteria

- Experience of working in student recruitment within the HE sector
- Experience of international travel
- Experience of attending recruitment events
- Experience in the education sector within international student recruitment
- Working knowledge of UKVI and Student visa compliance
- Experience of working in marketing

SKILLS:

Essential Criteria

- Strong communication, problem solving and decision making
- Self-motivated and entirely confident decision-maker
- Good team working skills
- Good organisational skills
- Ability to work accurately and effectively under pressure.
- Outstanding inter-personal and communication skills including training and presentation skills
- Proficient user on MS Office (Word/PowerPoint/Excel)

Desirable Criteria

- Leading projects
- Social/digital media and marketing skills including inDesign
- Foreign language skills

QUALIFICATIONS:**Essential Criteria**

- Bachelor's degree in any subject, or equivalent professional experience

Desirable Criteria

- N/a

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

- N/A