

## JOB DESCRIPTION

**Job Title:** Senior International Student Recruitment Officer

**Grade:** SG6

**Department:** Student Recruitment and Admissions

**Responsible to:** International Student Recruitment Manager

**Responsible for:** N/A

**Key Contacts:**

**Standard Occupational Classification (SoC code):**

**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 appointee will be responsible for supporting the International Recruitment Team in meeting ambitious student recruitment targets, focussing on the range of activities required to maximise international student recruitment. The post holder will be required to combine office-based activity with international and regional travel between 12 and 18 weeks.

### KEY ACCOUNTABILITIES

#### Team Specific:

The requirement to participate within 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 international recruitment strategy. The appointee will adhere to and promote the values of the University of Greenwich: Inclusive, Collaborative and Impactful.

- To deliver international recruitment targets.
- To advise applicants on the range of the university's programmes, both in the office, abroad, and by email and telephone.
- To develop effective relationships within the University and with key external stakeholders and partner universities.
- Develop and monitor effectiveness of communications to students at each stage of the recruitment journey.
- Track and monitor application and enrolments data for target markets and make timely and appropriate actions in response to issues or trends identified.
- Effectively plan and manage budgets associated with identified

markets, being mindful of value for money and monitoring spending across cycle to ensure effective utilisation and return on investment.

- The assembly and maintenance of market intelligence in designated countries, reporting on events when undertaken.
- To undertake market research projects and report accordingly.
- To contribute to the promotional and recruitment strategy in designated areas.
- The organisation of activities related to specific country markets, including inward and outward visits.
- To represent the university at overseas and UK-based events particularly exhibitions and other organised activities either in person or virtually.
- To work closely with colleagues across the University to coordinate and implement conversion campaigns and activities.
- To participate in Open Days, Clearing, and other university events as required, including supervising staff.
- Other duties as specified by the International Student Recruitment Manager.

**Generic:**

- Adhere to and promote the University Values.
- Champion the Directorate, and university's Equality and Diversity policies.
- Ensure compliance with Health & Safety regulations.
- 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.

**Managing Self:**

- While responsible day-to-day to the International Student Recruitment Manager the post holder will need to display considerable initiative in organising their own work and be prepared to take responsibility on all occasions. The postholder will be responsible for representing the university in overseas activities and be prepared to make independent decisions commensurate within that context. The appointee will be expected to exemplify the university behaviours of planning ahead and finding new and better ways of working, as well a commitment to the university's brand. The postholder should 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.

**Core Requirements:**

- Adhere to the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety, Data Protection and Equality Legislation.
- Adhere to the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, reflecting 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 delivers the required level of service.

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 internationally. The role involves travel to events internationally, occasional evening and weekend work, and overnight stays.

Restricted annual leave in place throughout Confirmation and Clearing period.

**Freedom of speech and academic freedom:**

In any matter falling under this job description, the university will have particular regard to, and place significant weight on, the importance of freedom of speech within the law, academic freedom and tolerance for controversial views in an educational context or environment. The University's commitments to freedom of speech and academic freedom are set out in the [Freedom of Speech Code of Practice](#). In the event of any conflict between this job description and the Freedom of Speech Code of Practice, the Freedom of Speech Code of Practice will take precedence.

**KEY PERFORMANCE INDICATORS:**

- Support the University's internationalisation strategy, specifically in meeting international student recruitment targets
- Maintain and develop market-related knowledge of staff within the International Office
- Ensure compliance with UKVI policies, as laid down by the International Compliance and Advice team
- Delivery of enrolment targets

**KEY RELATIONSHIPS (Internal & External):**

- **Internal:** Head of International Student Recruitment, Associate Director Student Recruitment and Admissions, International Regional Student Recruitment Manager, 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, BUILA.

## **PERSON SPECIFICATION**

### **EXPERIENCE:**

#### **Essential Criteria**

- Experience in the higher education sector
- Experience of prioritising a heavy workload to meet deadlines and targets under pressure
- An understanding of how to communicate via multiple means across a customer journey

#### **Desirable Criteria**

- Experience of budgetary and staff supervision
- 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

### **SKILLS:**

#### **Essential Criteria**

- Using cultural competence to inform cross-cultural working within Equality, Diversity and Inclusion setting
- Creating marketing and communications plans to engage customers
- Strong communication, problem solving and decision making
- Self-motivated and entirely confident decision-maker
- Resourceful and able to deal with unanticipated situations whilst travelling and otherwise
- Outstanding inter-personal and communication skills including training and presentation skills
- Ability to delegate work, provide effective feedback and motivate others
- Negotiation, diplomacy and social skills, and the ability to engage in contact with all, especially the highest levels to achieve operational objectives

#### **Desirable Criteria**

- In depth understanding in the use of social media for marketing and conversion
- 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