

JOB DESCRIPTION

Job Title:	International Recruitment Officer	Grade:	SG6
Department:	International Office	Date of Job Evaluation:	January 2023
Role reports to:	International Regional Manager		
Direct Reports	N/A		
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, focusing 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 Global Greenwich strategy. The appointee will adhere to and promote the values of the University of Greenwich: Inclusive, Collaborative and Impactful.

Generic:

- 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, 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 make offers on international applications following standard criteria for designated countries when required
- Other duties as specified by the International Regional Manager.
- 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 Regional 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 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 Marketing & External Relations delivers the required level of service.

KEY PERFORMANCE INDICATORS:

Support the University's internationalisation strategy (Global Greenwich), 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

KEY RELATIONSHIPS (Internal & External):

Internal - Head of International Recruitment, Associate Director (Global Greenwich), Senior International Operations Manager, International Regional Manager, International Partnerships Managers, International Administration Manager, International Administration Officer, International Recruitment Officers, CAS Officers, International Admissions Coordinators, Admissions Office, 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
Essential
Experience

- 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

Skills

- 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

Qualifications

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

Personal attributes

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

Desirable
Experience

- 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

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

Qualifications

- N/A

Personal attributes

- N/A