

International Student Recruitment Manager

Job Title:	International Student Recruitment Manager	School/Dept.:	Future Students and Marketing
Reporting to:	Head of International Student Recruitment		
Responsible for Line Management of:	In country representatives, where applicable International student recruitment officer, where applicable		
Main Purpose of Role:	Responsible for delivering country or region- specific recruitment plans and supporting School recruitment plans that are aligned to and support implementation of the University's International Strategy, it's KPIs and all student targets for all GCU campus locations. Contribute to the development and implementation of aligned recruitment strategies, student recruitment campaign plans and tactics to increase the volume of enquiries, applications and enrolments using on line marketing, social media, print based marketing and in-country activities.		
Grade;	7		
Accountabilities/Responsibilities of the role:			
1. Contribute to the development, implementation and monitoring of recruitment plans and KPIs to initiate, maintain and develop recruitment activity and networks in target countries which advance the University's internationalisation goals successfully.			
2. Contribute to formulating and reviewing market/country-specific operational plans to ensure relevance to achieving recruitment targets and KPI's and monitor performance to ensure effective return on investment.			
3. Build close and collaborative working relationships and regular and effective liaison with other teams/ departments in the directorate, school ADIs/ SMGs, Regional Groups, Strategy & Planning and other professional directorates to ensure an integrated approach to international student recruitment activities.			
4. Capture recruitment intelligence through horizon scanning and other methods to support providing strategic business information to Schools, groups and committees in an accessible form with a view to advising on international student recruitment requirements and opportunities.			
5. Work closely and proactively with the marketing team and other colleagues to ensure recruitment campaigns are appropriate to student markets/ targets and are proactive and aligned to the University's plans, brand and strategic direction.			
6. Endeavour to put the student at the centre of all recruitment strategies and aims. Ensure student and other client perspectives are addressed and responded to with all external agencies including those commissioned and engaged with prospect conversion through the Directorate's conversion team.			
7. Initiate and oversee relevant contracts with international student recruitment agencies, Scholarship and Sponsorship Bodies etc., ensuring compliance with University guidelines and best practice.			
8. Provide regular communications and carry out planned visits with existing and prospective international agents to build strong and productive relationships in the recruitment of international students for GCU.			
9. Manage any assigned in-country representatives to ensure they are targeting their activities appropriately and manage the budget associated for delegated region responsibility.			
10. Record, monitor, carry our regular communications and agreed planned visits with all key stakeholders associated with the University's student recruitment agent network.			

11. Work with the University's academic schools to help develop recruitment pipelines through established international partners.
12. Help develop and monitor effective relationships with feeder institutions and devise an annual plan for attendance at international recruitment fairs to ensure this activity is successfully delivered.
13. Provide regular and timely information, analysis and management reporting on recruitment activity and performance against target to assist in recruitment conversion-related strategies.
14. Ensure all prospective student leads taken at fairs/exhibitions when liaising directly with enquirers are captured on CRM system and reported to conversion team in a timely manner.
15. Work closely with the marketing team to obtain all promotional material in all media to be used for student recruitment campaigns.
16. Contribute to the development of operational policy and service as appropriate, including the strategic aims and objectives of the department.
17. Undertake all other duties commensurate with the grade and designation of this post, which will from time to time, require travel within the UK and overseas and entail working at times outside core office hours.

Person Specification

<u>Expected Criteria</u> E - Essential or D – Desirable	<u>Assessment Method</u>
Education & Professional Qualifications	
E1 - Educated to degree level or equivalent experience. D1 - Relevant professional qualification.	Application
Skills, Knowledge & Experience	Assessment Method
E2 – Demonstrable experience in pipeline management (preferably related to the student journey) and a understanding of education recruitment markets and demands E3 - Exceptional client relationship management and customer services skills and the ability to work across complex boundaries and locations E4 - Experience in dealing with and managing agent's needs & demands, gatekeepers & stakeholders E5 - Detailed knowledge of GCU's distinctive selling proposition E6 - Ability to establish personal credibility in an academic setting. E7 - Demonstrate significant experience of operating internationally with a strong cultural awareness E8 – Good understanding of market segmentation and concepts of internal and external markets E9 – Good understanding of marketing and recruitment techniques primarily digital and social media and networking sites for promotional campaigns	Application and Panel Interview

E10 - Good understanding of the challenges of international recruitment in Higher Education institutions and UK Government immigration policy. E11 - Good understanding of management reporting and data analysis relevant to this position. E12 - Experience of working in HE and ability to demonstrate in depth knowledge of the HE recruitment cycle. E13 - Effective communication skills including negotiation, persuasion and influencing colleagues and stakeholders E14 – Budget management experience D2 - Detailed knowledge of student choice behaviour, target audiences, how they perceive GCU, its competitors, and how they think and behave about the products	
GCU Values & Behaviours	Assessment Method
Demonstrates behaviours which are consistent with the GCU Values (Integrity, Responsibility, Creativity & Confidence)	Application Form & Interview

Generic Activity

Main purpose of the role:
The main purpose of this role will require a substantial degree of independent professional responsibility, working to broad parameters and policy guidance. Work will include significant professional expertise and/or experience. Individuals will typically be managers of Functional areas or senior individual contributors who advise senior management on policy, functional or service priorities. Role holders will be expected to set quality and professional standards and manage service delivery.
Generic Activity: - Please note that the amount of focus on each on these activities will vary between specific roles.
Typical Work Activities - Provide specialist/professional advice and recommendations within specific parameters/professional guidelines to support informed decision making - Use a sound understanding of professional or specialist field to deliver outstanding customer service - Design and/or deliver a variety of approaches or specialist services to maximise service quality and efficiency - Deliver own work/the work of a team to meet objectives - Present results and put forward recommendations through the provision of advice, briefings, presentations or written reports. Communication and Networking - Present complex information verbally and/or in writing at an appropriate level of professional complexity/specialism - Required to communicate complex information which can be highly detailed, technical or specialist, explaining how these might influence decision making - Make presentations to mixed interest groups, influencing others' thinking - Preparing and presenting complex reports to senior staff/external bodies - Negotiate complex or detailed contracts - Communicate with a wide variety of people across the University to ensure the successful delivery of services - Write policy documents, explanations of complex systems - Deliver briefings within own area of expertise to colleagues/peer groups

- Make business cases to senior managers
- May participate in University committees and in internal/external networks, including leadership of appropriate networks
- Present and promote change and development in the team/functions/projects they contribute towards
- Required to proactively and reactively network with internal contacts (staff, students, work colleagues) and contacts out with the University in order to build relationships, disseminate information and effectively represent the University.

Planning and Organising

- Lead and contribute to organising short- or medium-term developments or process changes in a department, applying professional or specialist knowledge of a field or work area
- Plan, organise and manage individual, and where appropriate, team activities taking account of longer-term strategic issues
- Determine and develop appropriate team or individual workflow activity to meet turnaround times
- Input to longer term strategic plans of School/Department/Team.

Resource Management (People, Finance)

- Oversee resources and offer input into the resource planning process to ensure that finances are appropriately and efficiently managed and monitored

In a people management role:

- Lead and manage others (directly or indirectly) to ensure that all relevant objectives are met, including responsibility for and/ or contribution to, recruiting, monitoring and supporting the performance management, mentoring and development of team members to ensure that individual contributions are maximised in line with the GCU Leadership/Management Accountabilities.

In an individual contributor role:

- responsible for organising one's own specialist or professional work and advice, to meet departmental objectives

Stakeholder Management

- Attend internal and external meetings to ensure that School/Department/Unit work issues are appropriately represented and reported
- Liaise with contacts in the wider University body to support own work activities/specific tasks as required
- May co-ordinate activities and communicate across and outside the University and contribute to collaborative initiatives, projects and/or events
- Maintain external links with professional/and/or specialist bodies or groups.

Analysis, Reporting and Documentation

- Lead project work that may involve collaboration work across functions
- Identify trends, strengths, weaknesses, opportunities and threats in area of expertise to enable appropriate improvements to be implemented
- Required to investigate and analyse complex data/information, draw conclusions and make recommendations and source relevant additional information as required.

Management of Work Environment

- Understanding of appropriate health and safety regulations and procedures, ensuring compliance with appropriate legal standards within own area of responsibility
- In specialist technical roles, there may be a requirement to use or oversee the use and development of facilities and new technology to deliver agreed service standards.

Teamwork and Collaboration

- Provide peer support and guidance through specialist knowledge and advice in line with relevant standards, processes and objectives.

Organisational Citizenship

- Commitment to University strategy and values

- Commitment to Continuous Professional Development appropriate to role/discipline.
- Responsible for co-operating and complying with University and local policies, procedures and processes.
- Any other tasks appropriate to the post and in line with School/Department/University requirements.

Core Qualifications/Knowledge/Skills/Experience

- Degree and/or post graduate or professional qualification in relevant subject
- Significant vocational/relevant experience, demonstrating development through acquisition of appropriate professional or specialist knowledge
- Advanced expertise in professional/specialist area together with a broad understanding of University structures and systems
- Experience of managing and developing people
- Strong project management experience
- Authoritative knowledge of the work practices and/or professional guidelines relevant to the work area, including broader sector/commercial awareness
- High level of specialist/professional engagement with current practice and developing knowledge
- Excellent communication, analytical and problem-solving skills.