



Candidate Information

Position:	International Officer (the Americas)
School/Department:	MRCI
Reference:	18/106809
Closing Date:	Monday 15 October 2018
Salary:	£33,199 - £39,610 per annum (potential to progress to £43,266 per annum through sustained exceptional contribution)
Anticipated Interview Date:	Tuesday 23rd October 2018
Duration:	1 year

JOB PURPOSE:

Responsible for supporting the implementation of the University's recruitment strategy and activity plan for the Americas to deliver stretch growth targets. To act as the main Belfast-based point of contact for recruitment enquiries and activity for the region and work effectively as part of the Americas team to deliver annual enrolment targets. This position is based in Belfast with regular travel to the Americas.

MAJOR DUTIES:

1. To deliver agreed annual international enrolment targets from the Americas. To provide regular reports on progress, successes and issues as required.
2. To support the effective delivery of the marketing and recruitment plan. Represent and promote the University at visits to partner institutions, high school visits, exhibitions, agent events and in other activities as required.
3. To help co-ordinate the delivery of the Americas recruitment plan by communicating effectively between the in-market team, faculty, admissions and marketing teams, and ensuring that plans and activities are clearly communicated between all stakeholders and teams.
4. To liaise with faculty staff in the support of institutional partners in the Americas with particular attention to Study Abroad and articulation arrangements contributing to the achievement of international recruitment targets.
5. To assist academic staff and the Americas team to develop engagement and marketing plans for the university partnerships. To develop and manage Queen's relationships with Americas partnerships.
6. To support the management and service delivery of Queen's extensive recruitment partner and stakeholder network in the Americas including professional networks, agents, partnerships, feeder schools, INTO and sponsors.
7. To assist with leads and enquiry management, application support, conversion and applicant engagement through effective use of CRM. To provide regular performance and progress reports on behalf of the Americas team.
8. To provide counselling support to students and partners from the region to ensure they are supported through the enquiry, application, conversion, pre-departure and enrolment process.
9. To assist engagement with academic and administrative colleagues within faculties to provide guidance and advice about student recruitment within the prescribed geographical area to ensure appropriate alignment of academic planning and support for recruitment objectives.
10. Develop and maintain good relations with internal and external contacts involved in all aspects of international recruitment and retention (e.g. professional networks, feeder schools, colleges, universities, British Council Offices, ministries, alumni and funding bodies) to ensure that the recruitment and retention of students is maximised. Active membership of relevant university committees / working groups and student forums.
11. To provide ongoing advice, guidance and support to ensure staff have a strong cultural awareness, market knowledge and understanding in relation to recruitment and marketing within the Americas.
12. To provide regular market insight, feedback and reports on Americas student recruitment and marketing progress, opportunities and challenges.

Planning and Organising:

1. Assist in the development of a market plan for specific channels, outlining activities required to meet marketing/recruitment and internationalisation objectives. Review and monitor outcomes of activities.
2. Deliver against marketing and stretch recruitment targets for specified geographical area, working effectively as part of the Americas team.
3. Plan and organise agenda for meetings with key stakeholders/partners during frequent overseas visits. Co-ordinate timely follow-up with all partners and ensure databases are maintained on CRM and that actions are followed up appropriately.
4. Provision of regular management information which will include monthly and quarterly reviews against business plan, formal reporting and presentations to department and senior staff in QUB.

Resource Management Responsibilities:

1. Assign tasks to clerical staff member or marketing executive with responsibility for specific market support.
2. Prepare and deliver annual activity plan within the Americas.
3. Contribute to overall strategy and budget planning for the Americas.

Internal and External Relationships:

1. Develop and maintain relationships with a wide range of external bodies, e.g. British Council offices, partner institutions, agents, Consulate, NI Bureau and Invest NI etc.
2. Co-ordinate activities and communication between the in-market team and Queen's stakeholders.
3. Represent and promote the University at external promotional/recruitment events and with international sponsoring organisations.
4. Assist Faculties to establish and develop marketing and recruitment strategies which meet their key objectives and contribute to the University's objectives.
5. Represent the Americas team on internal University working groups or committees as required by Line Manager.

ESSENTIAL CRITERIA:

1. Honours degree (or equivalent qualification) in any subject.
2. Minimum 3 years' experience in an international sales or marketing role
3. Business development skills
4. Experience working in a role with responsibility for achievement of individual or team sales or business development targets.
5. Excellent knowledge of the UK education system.
6. Ability to analyse and interpret data effectively.
7. Ability to produce market insight and intelligence reports.
8. Proficient user of MS Office packages and general confidence with IT systems.
9. Excellent presentation skills.
10. Ability to communicate with and relate to people at all levels both internally and externally.
11. High levels of motivation and enthusiasm.
12. Outcomes driven.
13. Ability to work effectively as part of team.
14. Ability to work under pressure and to deadlines.
15. Excellent organisational ability.
16. Solutions orientated and problem solving skills.
17. Must be willing and able to undertake extensive overseas travel (typically 6-10 weeks per year of up to 3 weeks duration for each trip).
18. Willingness to work weekends, evenings etc. as required.

DESIRABLE CRITERIA:

1. A formal marketing qualification at undergraduate or postgraduate level.
2. Experience in student recruitment in the Americas.
3. Experience of working with international sponsoring agencies and international alumni associations.
4. Experience working with commercial agents.
5. Experience of developing institutional partnerships and articulation agreements.
6. Knowledge of a broad range of marketing tools.
7. Working within a team setting effectively.
8. Understanding of cultural issues related to international students.
9. No known impediment to travel in any country.

10. Automatic or indefinite right to work in the UK.