

Candidate Information

Position:	Senior International Officer for the Americas
School/Department:	Faculty Office AHSS
Reference:	19/107476
Closing Date:	Wednesday 12 June 2019
Salary:	£40,792 - £50,132 per annum (potential to progress to £53,175 per annum through sustained exceptional contribution)

JOB PURPOSE:

The Senior International Officer for the Americas has operational responsibility for delivering the University's corporate international agenda within the region. The primary purpose of the role is the development and management of sales /recruitment channels to deliver against the agreed international student recruitment targets. The Senior International Officer will work to develop new and existing relationships in key Americas markets and support with the ongoing management of these partnerships. The regional focus of the role is North, Central and South America, with a particular focus on the US.

MAJOR DUTIES:

1. To deliver international enrolment targets agreed by the University from the Americas on a yearly basis, establishing KPIs and metrics to monitor performance; identifying and delivering strategic interventions to maximise market potential and improve performance where required.
2. To determine, for agreement, country by country strategic and operational plans to maximise recruitment from the Americas.
3. To agree and manage the overall budget (in excess of £100k) for the Americas covering resourcing, marketing, travel etc.
4. To engage with academic and administrative colleagues within Schools at Queen's to provide strategic and operational insights over the prescribed geographical area to ensure appropriate alignment of academic planning and support for recruitment objectives.
5. To engage with internal and external contacts involved in all aspects of international recruitment and retention to ensure that the recruitment and retention of students is maximised. Active membership of relevant university committees / working groups / cross-functional groups.
6. To plan and deliver appropriate promotional material and marketing activity to support UG, PGT and PGR level recruitment in countries within the prescribed geographical area. This will include market-specific marketing collateral; country management and performance monitoring of agents and partners; attendance at exhibitions and providing advice to international students in such contexts.
7. To manage the University Americas team – both Belfast and regionally based staff members. This will include development of rolling plans, agreeing implementation of activity and ongoing monitoring of performance. In addition, to be involved with recruitment and management issues for the International Office as necessary.
8. To support QUB Faculties and Schools in the consideration of institutional collaborations in the designated region with particular attention to articulation arrangements contributing to the achievement of international recruitment targets.
9. To lead on and implement institutional reviews of key areas of Americas-related activity such as Study Abroad, Summer Schools and Scholarships as required, informing action and budget management as appropriate in the given area.
10. To engage with country / regional management of INTO University Partnerships within the Americas to determine areas of interest and potential with a view to securing the maximum return on investment through shared activity.
11. To attend meetings on behalf of the Director / Head of the International Office as and when required.
12. To travel in region on a regular basis to pursue recruitment objectives.
13. To identify, monitor and report external factors that may impact the University's international relationships (e.g. political, economic, policy, environmental factors), identifying risks and opportunities.

Planning and Organising:

1. Plan and organise own and team activity to ensure achievement of territory targets.
2. Plan and execute business plan for geographical area. This should reference specialist market intelligence and include detailed budget information.
3. Agree and deliver against marketing and recruitment targets for specified geographical area.
4. Provision of regular management information which will include regular reviews against business plan, formal reporting and presentations to department and senior staff in QUB.

Resource Management Responsibilities:

1. Have overall responsibility for staff and budget for the Americas to achieve set targets.
2. Involvement in recruitment as appropriate and management of the Americas team.
3. Contribute, as member of management team, to overall strategy and budget planning for International Office.
4. Overall responsibility for recruitment and management of agents within specified geographical area.
5. Ensure the development and improvement of the capability of staff within the Americas team, motivating and mentoring them to better meet the University's ambitious recruitment targets and strategic objectives in the region.

Internal and External Relationships:

1. Provide specialist knowledge and guidance on matters relating to countries in prescribed geographical area to senior QUB staff.
2. Interaction with relevant academic and academic support staff.
3. Act as member of management teams in International Office and in Faculty of Arts, Humanities and Social Sciences contributing to overall strategy and performance.
4. Work with senior staff of international educational establishments in geographic region.
5. Liaison with INTO University Partnerships, relevant government departments, funding bodies etc.
6. Developing network of external contacts to contribute to specialist knowledge and best practice.
7. Evaluate, manage and coordinate high-level visits to and from relevant world region(s), working with other relevant teams in the University, as required, and in partnership with senior academic colleagues.

ESSENTIAL CRITERIA:

1. Primary degree.
2. Minimum 4 years' experience in international marketing, student recruitment and academic partnership management in a HE context.
3. Experience of the management of challenging targets and leading a team to deliver bottom line outcomes.
4. Highly developed understanding of the Americas markets and an ability to bring together a multidimensional plan for the region.
5. Ability to analyse and interpret data.
6. Professional credibility, intellectual depth, maturity, and collaborative skills to garner trust and confidence of academic colleagues.
7. Experience of budgetary management.
8. Experience of working with international students and a working knowledge of their needs.
9. Good presentation skills and experience of presenting to senior stakeholders.
10. Proficient user of MS Office packages and general confidence with IT systems critical to student recruitment such as CRM.
11. Willingness to undertake extensive overseas travel.
12. Willingness to work weekends, evenings etc. as required.
13. Flexibility and a capacity to adapt to the changing demands of the job and the wide range of partners and issues.

DESIRABLE CRITERIA:

1. Professional experience of working in the Americas.
2. A proven track record of developing successful international partnerships.
3. Experience of working with international sponsoring agencies and international alumni associations.
4. Experience working with commercial educational agencies.
5. A marketing qualification.
6. Experience developing digital marketing content and strategies.
7. No known impediment to travel in any country.