

Candidate Information

Position:	Study Abroad Recruitment Officer
School/Department:	MRCI (AHSS)
Reference:	19/107941
Closing Date:	Wednesday 4 December 2019
Salary:	£28,331 to £32,817 per annum.
Anticipated Interview Date:	Monday 16 December & Tuesday 17 December 2019
Duration:	Two years

JOB PURPOSE:

To contribute to the achievement of the Faculty Student Recruitment Hub (FSRH) objectives and Faculty global student recruitment targets through the development and delivery of recruitment initiatives and activity. Responsible for leading on the business development and growth of the Faculty Study Abroad offering, delivering increased recruitment of international students on short-term study programmes.

MAJOR DUTIES:

1. Co-ordinate Faculty study abroad recruitment activities, in line with the recommendations and advice of the Faculty International Marketing and Communications Officer and Business Development Officer. This will include attendance on international promotional visits, missions and exhibitions involving significant international travel.
2. To establish a common framework for study abroad across the Faculty.
3. To lead on the development with Schools and Institutes of new study abroad modules and pathways within AHSS, while also developing new business for existing provision in this area.
4. Working with Dean of Internationalisation to drive forward the business of the Faculty Study Abroad group, including reporting on all matters relating to the Faculty's study abroad provision. This will also include working with colleagues to identify business development opportunities, as well as reporting on operational matters relating to the study abroad programmes.
5. To monitor spend and return on investment on study abroad recruitment activity.
6. To manage all stakeholder relationships, to ensure that students, international University partners and partner companies receive the highest levels of customer service.
7. To ensure that all leads for study abroad are integrated into the University CRM system and tracked for future reporting purposes.
8. To manage, in liaison with the International Office and Global Opportunities Office, the study abroad toolkit of information and marketing collateral for key partners.
9. To generate social media content for study abroad recruitment and ensure that this is effectively promoted through University social media channels by liaising with the Faculty's Digital Marketing Officer.
10. To establish and manage appropriate mechanisms for engaging study abroad alumni in order to grow the promote opportunities for future PGT study among the international student body.
11. To liaise effectively with the Faculty International Summer School Coordinator to ensure that summer schools are promoted at study abroad recruitment events.
12. To work with the Faculty's International Marketing and Communications Officer to ensure that marketing materials for study abroad are produced 16 months prior to their commencement and in time for relevant annual conferences (e.g. NAFSA).

Planning and Organising:

1. Identify opportunities for growth of the current study abroad intake and review the implementation of these strategies.

Resource Management Responsibilities:

1. Manage one's time and workload on a medium-term basis to support the achievement of the study abroad recruitment targets.
2. Responsibility for the resource and budget planning for study abroad.

3. Working closely with academic staff in Schools and Institutes across the Faculty to secure the necessary resource for the delivery of any study abroad events.
4. Liaison with staff in Directorates, particularly DASA and MRCI, in the arrangement of study abroad webpages and CRM tracking.

Internal and External Relationships:

1. Regular contact with line manager, Dean of Internationalisation and International Office.
2. Interact internally and externally to lead on the generation of ideas for the development and enhanced co-ordination of study abroad.
3. Effectively manage and develop relationships with key stakeholders for study abroad, including key institutional partners and third party organisations.
4. Responsibility for the promotion of the Faculty's study abroad offer, working with internal colleagues and external agencies to achieve this.
5. Extensive liaison with colleagues in Schools, Institutes and Directorates to develop a competitive and attractive proposition for the Faculty study abroad offering and ensuring this is delivered in a professional and customer focused way.

ESSENTIAL CRITERIA:

1. Degree plus two years' relevant experience, OR A Levels / NVQ 3 or equivalent in a relevant subject with five years' relevant experience.
2. 2 years' relevant work experience relevant to the duties of the post to include budget monitoring, event organisation.
3. Well-developed organisational abilities e.g. ability to devise, implement, maintain and initiate changes to administrative procedures, keep accurate records and produce status or progress reports.
4. Cultural sensitivity: awareness of the international perspective of the work of international recruitment in terms of the diversity of the student body and our relationships with overseas organisations.
5. Computer literacy, including experience of electronic communications, databases and spreadsheets, proficiency in word-processing.
6. Web maintenance experience.
7. Keyboard skills.
8. Good oral and written communication skills.
9. Ability to work as part of a team.
10. Organisational and time management skills.
11. Flexible, willing to adapt to new tasks and duties.
12. Willingness to undertake frequent, long-haul travel.

DESIRABLE CRITERIA:

1. Effective working knowledge of one or more foreign languages (in addition to English).
2. Experience of providing advice to students in a higher education environment.
3. Experience of international travel and engagement with people of other nationalities and cultures.
4. Experience of using a CRM system.
5. Experience of managing a social media account.