

Candidate Information

Position:	Senior International Officer
School/Department:	MRCI
Reference:	21/109230
Closing Date:	Monday 18 October 2021
Salary:	£42,149 to 51,799 per annum
Duration:	Wednesday 27 October 2021

JOB PURPOSE:

This role will develop and lead the implementation of key initiatives which will support the achievement of the Global Student Recruitment Strategy in the areas of Undergraduate and Study Abroad. In addition, the Senior International Officer (UG/SA) will be required to develop strategic interventions which will support critical partnerships, process improvement and delivery of agreed international intake targets.

MAJOR DUTIES:

1. To provide expert advice and guidance to international regional Teams to support the delivery of the University's international undergraduate enrolment targets on an annual basis, working collaboratively to establish KPIs and metrics to monitor performance; identifying and delivering strategic interventions to maximise market potential and improve performance where required.
2. To develop a University Study Abroad Strategy to drive growth in Study Abroad enrolments, which will be supported through institutional partnerships and process improvement.
3. To develop and implement strategic and operational plans to maximise undergraduate recruitment from international high schools across all markets.
4. To work with colleagues within MRCI on key projects which will support prospective applicants/offer holders through the applicant journey to maximise student recruitment outcomes.
5. To produce and analyse statistical and other information to identify trends and provide advice on assessing complex issues that may impact university-wide objectives. This is used to inform management action in the short, medium and longer-term, and to improve competitiveness and responsiveness in rapidly changing market conditions.
6. To provide specialist advice and guidance to support prospective students, academics and other Faculty/School staff, and careers advisers/other staff in high schools and colleges. This will include training of regional recruitment teams to improve the capability of staff to support recruitment objectives across all markets.
7. To develop and deliver a programme of training events, both virtual and face-to-face, to counsellors from key identified feeder high schools across all markets.
8. Develop and lead a plan of engagement - this will include development of in market rolling plans, implementation of activity and ongoing monitoring of performance.
9. Manage the Global Recruitment – UG / SA budget to ensure value for money, submitting an annual request for funds in support of student recruitment outcomes.
10. To engage with FSRHs and academic colleagues to develop a menu of options (e.g. interactive workshops and taster lectures for Y11/12 pupils), aligning with individual market or school interests. Planning should take place ahead of each new cycle to ensure appropriate alignment of academic planning and support for recruitment objectives.
11. 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.
12. To plan and deliver appropriate promotional material and marketing activity to support UG, level/SA recruitment globally. 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

13. To support the delivery of an international high school counsellors global FAM trip to the University, possibly in conjunction with other Universities in the UK/Ireland to optimise budget.
14. Active membership of relevant external networks to support High Schools engagement, including participation in conferences, where appropriate, to enhance the University's profile.
15. To engage with country / regional management of INTO University Partnerships to determine areas of interest and potential to secure the maximum return on investment through shared activity.
16. To travel to international markets as required to pursue recruitment objectives, attending key events targeting high school counsellors.
17. Undertake other duties and responsibilities to support the goals of Global Student Recruitment as required by the Head of International Markets or other senior colleagues.

Planning and Organising:

1. Plan and organise own activity, in conjunction with FRSH's and Regional Teams to ensure achievement of targets.
2. Plan and execute business plan for geographical areas. 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 budget for the region to achieve set targets.
2. Plan, monitor and evaluate the budget for International UG recruitment
3. Ensure the improvement of the capability of staff within the Global Student Recruitment - regional recruitment teams, to support the delivery of the University's ambitious recruitment targets and strategic objectives across all markets.

Internal and External Relationships:

1. Provide specialist knowledge and guidance on matters relating to International UG recruitment to QUB staff.
2. Interaction with relevant academic and academic support staff.
3. Work with key external stakeholders across all regions.
4. Liaison with relevant government departments.
5. Developing network of external contacts to contribute to specialist knowledge and best practice.
6. Evaluate, manage and coordinate high-level visits to and from relevant world regions working with other relevant teams in the University, as required, and in partnership with FSRH and academic colleagues.

ESSENTIAL CRITERIA:

1. Degree (or equivalent qualification) in any subject OR Substantial relevant experience demonstrating management ability in a similar role.
2. At least 4 years' relevant experience in a target driven environment within the higher education sector, with demonstrable experience of undergraduate and Study Abroad recruitment.
3. Experience of leading a team to deliver targets
4. Experience of budgetary management
5. An understanding of global recruitment markets, within the context of undergraduate recruitment specifically, and an ability to develop a targeted strategic and operational undergraduate recruitment plan for different regions in conjunction with Regional Managers.
6. Experience of engaging and supporting international students, High School Counsellors and Educational Agents in relation to student recruitment.
7. Ability to analyse and interpret data.
8. Ability to communicate with and relate to people at all levels both internally and externally.
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. Professional credibility, intellectual depth, maturity, and collaborative skills to garner trust and confidence of academic colleagues
12. Willingness to undertake extensive overseas travel.
13. Willingness to work weekends, evenings etc. as required.
14. 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 across multiple markets.
2. Experience of working with students at undergraduate level.
3. Experience developing digital marketing content and strategies.
4. No known impediment to travel in any country.