

Candidate Information

Position:	Global Partnerships Manager
School/Department:	MRCI
Reference:	22/110379
Closing Date:	Monday 21 November 2022
Salary:	£43,414 - £53,353 per annum.
Anticipated Interview Date:	Tuesday 6 December 2022
Duration:	2 years

JOB PURPOSE:

To develop and implement the activities to support international student recruitment through University Partners and Global Sponsors. The post holder will be responsible developing relationships across the University to support the wider student recruitment objectives and support the implementation of the Global Student Recruitment Strategy. The postholder will be required to develop a strategy to maximise the current university partners and also develop new student recruitment partnerships.

MAJOR DUTIES:

1. Lead the development and implementation of an outcomes focused recruitment strategy to deliver stretch international student recruitment targets with a particular focus on numbers recruited through our University Partners and Global Sponsors.
2. To deliver international enrolment targets agreed by the university 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.
3. Chair the INTO Marketing Sub-Group and support the progression of student to Queen's through the management of the INTO Progression Officer.
4. Provide high-level collaborative management expertise, building relationships with key contacts in the University and international partner organisations, to drive delivery of the University's international partnerships; ensure dependencies and resources are identified and appropriate action taken to ensure successful delivery in line with critical milestones.
5. To engage with Faculty representatives to provide strategic and market insights and to develop an activity plan for each partner which will include visits both internally and externally as well as application process etc within the region to ensure appropriate alignment of academic planning and support for recruitment objectives.
6. Establish new and develop existing excellent working relationships with University Partners and Global Sponsors involved in all aspects of International recruitment.
7. To lead and coordinate high level outgoing and incoming delegations (VC, Pro VC etc) visits to various regions to support partnership development.
8. Oversee the application process for University partners and track the source from University Partners. Keep a detailed record of the students' academic qualification on admission and throughout their degree.
9. To engage with internal and external stakeholders involved in all aspects of international recruitment to ensure that the enrolment and retention of students is maximised. Active membership and participation of relevant university committees / working groups / student forums.
10. To identify and develop new market opportunities and initiatives informed by market intelligence including in country delivery opportunities. To develop robust business plans to inform new interventions including cost/benefit analysis, return on investment and holistic acquisition cost.
11. To support faculty staff in the consideration of institutional collaborations with particular attention to articulation arrangements contributing to the achievement of international recruitment targets.
12. To support the broader work of the MRCI directorate as required and to participate positively in projects and initiatives affecting international marketing and recruitment.

13. To contribute to the strategic planning for Global Student Recruitment and development of specific strategies designed to support corporate and faculty activity. To attend meetings on behalf of the Head of International Markets and Head of Global Student Recruitment as and when required.
14. To travel to strategic markets on a regular basis to pursue recruitment objectives for not less than 6 weeks each year.

ESSENTIAL CRITERIA:

1. Primary degree.
2. Minimum 4 years' experience in international student recruitment related role which includes:
 - a) Developing plans as part of a wider recruitment team to deliver agreed outcomes,
 - b) Experience of establishing and maintaining university partnerships with the aim to increase international student intake,
 - c) Experience of managing the relationship with Global Sponsors to support student recruitment outcomes.
3. Excellent relationship skills.
4. Experience on managing staff.
5. Strong commercial acumen.
6. Excellent business development skills.
7. Strategy development and business planning.
8. Understanding channels to market and how to bring together an integrated multi-channel recruitment plan.
9. A strong working knowledge of the needs of international students.
10. Ability to analyse and interpret data effectively.
11. Ability to establish and develop strong working relationships.
12. Proficient user of MS Office packages and general confidence with IT systems.
13. Good presentation skills.
14. Ability to communicate with and relate to people at all levels both internally and externally.
15. High levels of motivation and enthusiasm.
16. Outcomes driven.
17. Solutions orientated and problem solving skills.
18. Willingness to undertake extensive overseas travel.
19. Willingness to work weekends, evenings etc as required.
20. No known impediment to travel in any country.

DESIRABLE CRITERIA:

1. Higher degree in relevant area.
2. Experience of managing the internal processes within a university to successfully establish a new partnership.