

Candidate Information

Position:	International Officer (North America)
School/Department:	MRCI
Reference:	22/110400
Closing Date:	Monday 28 November 2022
Salary:	£35,333 - £42,155 per annum.
Anticipated Interview Date:	Thursday 8 December 2022
Duration:	Fixed term for 9 months

JOB PURPOSE:

Responsible for supporting the implementation of the University's recruitment strategy and activity plan for North America to deliver stretch growth targets. Working collaboratively within the North America team, this post holder will act as a key point of contact for students, parents and recruitment partners to deliver annual enrolment targets. The post holder will be based in Belfast and contribute to the ongoing development of strategy for the region across study abroad, undergraduate and postgraduate recruitment.

This position requires regular, long-haul travel across the USA and Canada.

MAJOR DUTIES:

1. To deliver agreed annual international enrolment targets from the USA and Canada. The post-holder will cover study abroad and full degree recruitment (UG, PGT, and PGR), providing regular reports on progress, successes and issues as required.
2. Represent and promote the University at visits to partner institutions, high school visits, exhibitions, agent events and in other activities as required, supporting the wider North America team. To collect leads and marketing insights at all such visits and provide regular updates to the Senior International Officer. The International Officer should be monitoring recruitment progress on an ongoing basis and utilise all University reporting tools and systems to ensure that effective reporting is taking place.
3. To help co-ordinate the delivery of North America recruitment plan by communicating effectively between the 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 North America with particular attention to Study Abroad and articulation arrangements contributing to the achievement of international recruitment targets. The IO will be responsible for seeking out new business development opportunities within these areas and supporting their implementation.
5. To support the management and service delivery of Queen's extensive recruitment partner and stakeholder network in North America including professional networks (Invest NI, NAFA, NACAC, NAFSA etc.) agents (Across the Pond, Canada Law from Abroad etc.), partnerships (Study Abroad and USA Strategy Group), feeder schools/ high school counsellor networks and sponsors (Fulbright, Marshall, Mitchell, IIE etc.).
6. To support the development of new marketing messaging, materials and campaigns to drive student recruitment – both digital and print. The IO will monitor marketing insight and market feedback to adapt the marketing strategy and make recommendations to support the success of campaigns and improve return on investment.
7. To provide counselling support to students, parents and partners from the region to ensure they are supported through the enquiry, application, conversion, pre-departure and enrolment process. Any issues or challenges on the same should be communicated to the relevant departments.
8. 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. Ensuring staff are aware of the nuances of the North American markets, education systems and relevant regional challenges/opportunities.

9. 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. Membership of relevant university committees / working groups and student forums.
10. To support the delivery of on-campus events including FAM trips, partner visits and student/family visits ensuring that a first-class experience is provided to all visitors with every effort made to secure future business and partnership.
11. To provide regular reports on marketing and recruitment activity with particular attention to the return on investment for all such initiatives. The return (in student numbers) should be closely monitored for all marketing interventions from recruitment events and exhibitions through to digital campaigns.

ESSENTIAL CRITERIA:

1. Honours degree (or equivalent qualification) in any subject.
2. Minimum 2 years' experience in international student recruitment.
3. Direct experience of student recruitment in the North American region through either study abroad or full degree recruitment.
4. Knowledge and experience of UK HE system including admissions processes and criteria.
5. Business development skills.
6. Experience working in a role with responsibility for achievement of individual or team sales or business development targets.
7. Ability to analyse and interpret data effectively.
8. Ability to produce market insight and intelligence reports.
9. Proficient user of MS Office packages and general confidence with IT/CRM systems.
10. Experience of using CRM systems.
11. Experience of using student management systems (QSYS).
12. Good presentation skills.
13. Ability to communicate with and relate to people at all levels both internally and externally.
14. High levels of motivation and enthusiasm.
15. Outcomes driven.
16. Ability to work effectively as part of team.
17. Ability to work under pressure and to deadlines.
18. Excellent organisational ability.
19. Solutions orientated and good problem-solving skills.
20. Empathetic and customer oriented.
21. 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).
22. Willingness to work weekends, evenings etc as required.
23. Full, clean drivers license and willingness to drive overseas.

DESIRABLE CRITERIA:

1. A formal marketing qualification at undergraduate or postgraduate level.
2. Active networks across the US public and private high school system.
3. Experience of working with international sponsoring agencies and international alumni associations.
4. Knowledge of US high school and college system and experience of counselling US students in applying to study overseas.
5. In-depth knowledge of US regional counselling networks (NACAC, NAFSA, etc).
6. Awareness of effective digital marketing strategies in North America.
7. Knowledge of a broad range of marketing tools.
8. Working within a team setting effectively.
9. Understanding of cultural issues related to international students.
10. No known impediment to travel in any country.