

Candidate Information

Position: Director of Global Recruitment and International Partnerships
School/Department: Finance and Resources VP Office
Reference: 26/113481
Closing Date: Friday 10 July 2026
Salary: Commensurate with experience
Anticipated Interview Date: Tuesday 11 August 2026

Role Responsibilities:

Reporting to the Vice-President and Chief Finance and Resources Officer, the Director of Global Recruitment and International Partnerships is a senior strategic leadership role responsible for delivering sustainable growth through an integrated portfolio of global student recruitment, transnational education, and international partnerships, underpinned by an agile and responsive admissions function.

Operating in an increasingly complex and competitive global higher education environment, the Director will work in close collaboration with the Pro-Vice-Chancellor (Global Engagement) to lead the development and execution of a commercially focused, data-driven strategy that diversifies learner pipelines, expands international reach, and creates new revenue opportunities through innovative models of educational delivery.

The postholder will have institutional accountability for achieving ambitious recruitment and income targets across undergraduate, postgraduate, and transnational education portfolios, including new flexible delivery models such as micro-credentials and other CPD provision. This includes responsibility for market prioritisation, the acquisition and conversion of high-quality applicants, admissions effectiveness, agent performance, and the development of sustainable international partnerships to support recruitment and reputation.

Working collaboratively across academic and professional services teams, the Director will ensure that recruitment, transnational education, and partnership activity align with institutional strategy, academic priorities, and long-term financial sustainability.

Key Functions:

1. Strategic Leadership and Commercial Growth:

- Develop and implement an integrated global recruitment, transnational education, and admissions strategy that is aligned with institutional priorities and long-term growth objectives.
- Lead the diversification of student recruitment channels, markets, and delivery models to create sustainable growth and mitigate geopolitical, policy, and market risks.
- Identify and evaluate new commercial opportunities, including international branch campuses, articulation agreements, dual degrees, online provision, pathway partnerships, franchise arrangements, and other transnational education models.
- Establish robust business cases in collaboration with other Directorates for new market entry, growth opportunities, and strategic partnerships, ensuring clear return on investment and alignment with institutional priorities.
- Lead horizon scanning and market intelligence activities to anticipate emerging trends, competitor activity, policy changes, and student demand.

2. Transnational Education and International Partnerships:

- Develop and oversee a comprehensive transnational education strategy that expands the institution's global footprint while protecting academic quality and reputation.
- Lead the identification, development, negotiation, and management of strategic international partnerships that support reputational enhancement, recruitment growth and new revenue streams.

- Build and manage a diversified portfolio of TNE initiatives which may include branch campuses, joint programmes, articulation agreements, validation arrangements, pathway provision, online partnerships, and Executive Education/CPD.
- Work closely with faculties to identify programme opportunities that align with market demand and support scalable international growth.
- Ensure all TNE activity operates within institutional governance frameworks and complies with regulatory requirements across multiple jurisdictions.
- Monitor partnership performance through agreed metrics, ensuring strong commercial outcomes, reputational returns, student success, quality assurance, and effective risk management.

3. Recruitment, Marketing and Conversion:

- Work in collaboration with the Marketing Team to design and deliver innovative, omni-channel recruitment strategies that enhance brand awareness, generate demand, and improve conversion outcomes.
- Deliver a seamless end-to-end prospective student journey, ensuring alignment between recruitment, marketing, admissions, and conversion activities.
- Optimise student acquisition strategies through the effective use of digital platforms, CRM systems, automation, analytics, and audience segmentation.
- Support the Marketing Team to drive a market-led approach to resource allocation by prioritising activities, channels, and territories that deliver the strongest commercial returns.
- Establish performance targets and accountability frameworks across global recruitment functions to maximise enquiry generation and application conversion.
- Develop scholarship, sponsorship, and pricing strategies that enhance competitiveness while maintaining financial sustainability.

4. Admissions and Operational Excellence:

- Provide strategic oversight of admissions operations to ensure efficient, high-quality, student-centred processes.
- Ensure admissions policies, procedures, and service delivery support institutional recruitment objectives and deliver an exceptional applicant experience.
- Drive continuous improvement through process redesign, technology adoption, automation, and service innovation.
- Lead the development of forecasting models and performance dashboards to support informed decision-making and resource planning.

5. Commercial Performance and Financial Management:

- Take accountability for achieving agreed global student recruitment, revenue, and contribution targets.
- Develop and manage substantial budgets, ensuring effective deployment of resources and demonstrable value for money.
- Harnessing technology and AI, establish a dynamic suite of performance management information, including KPIs, to assess recruitment effectiveness, partner performance, and return on investment and provide timely assurances to the University Management Board and Senate on same.
- Provide regular, data-driven insights and recommendations to the University Management Board regarding market opportunities, priorities, risks, and performance against targets.
- Build a culture of accountability, evidence-based decision-making, and continuous improvement across the directorate.

6. Stakeholder Engagement and Institutional Leadership:

- Build strong partnerships with academic leaders to align programme portfolios with market demand and institutional priorities.
- Collaborate with colleagues across Marketing and Communications, Alumni Engagement and Philanthropy, Research and Enterprise, Student Experience, and External Engagement functions to maximise global impact and deliver a fully integrated approach to global engagement.
- Represent the institution at national and international forums, and with government agencies, sector bodies, and strategic partner organisations.
- Develop and maintain senior-level relationships with sponsors, agents, pathway providers, government agencies, corporate partners, and global alumni networks.
- Act as an adviser to the University Management Board on matters relating to international recruitment, transnational education, and global positioning.

7. Governance, Risk and Compliance:

- Ensure compliance with all relevant regulatory, immigration, quality assurance, and data protection requirements across all markets and delivery models.
- Oversee due diligence, risk assessment, contract management, and ongoing monitoring for all recruitment agents and transnational education partners.
- Maintain expert knowledge of developments affecting international higher education, including immigration policy, quality assurance frameworks, and international regulations.
- Protect and enhance the institution's reputation by ensuring the highest standards of ethical practice, transparency, and partner governance.

8. Leadership and People Management:

- Lead, inspire, and develop a high-performing, globally connected team across recruitment, admissions, partnerships, and transnational education.
- Foster a culture of innovation, collaboration, accountability, and applicant focus.
- Promote equality, diversity, inclusion, and wellbeing across all aspects of the team's work.

Essential Criteria:

1. Degree or equivalent professional experience in finance, marketing or general business.
2. Substantial relevant senior leadership experience (5+ years) in global student recruitment, transnational education, or other commercial international partnerships.
3. Demonstrable success in delivering substantial growth in student enrolments, market share, and tuition fee income.
4. Proven track record of developing and implementing successful international recruitment strategies across multiple global markets.
5. Experience establishing and managing transnational education or other commercial initiatives.
6. Strong commercial experience in developing business cases, evaluating investment opportunities, and delivering measurable return on investment.
7. Experience leading complex organisational change and building high-performing, multidisciplinary teams.
8. Significant experience using market intelligence, data analytics, and applicant insights to inform strategic decision-making.
9. Experience managing substantial budgets and delivering value-for-money outcomes.
10. Deep understanding of global higher education trends, international student mobility, and the evolving transnational education landscape.
11. Strong commercial acumen and an entrepreneurial approach to identifying and developing new opportunities.
12. Advanced analytical skills with the ability to translate complex data into actionable insights.
13. Expertise in CRM systems, digital marketing technologies, and recruitment analytics.
14. Strong understanding of international compliance requirements, including immigration, quality assurance, and regulatory frameworks.
15. Exceptional communication, negotiation, and influencing skills.
16. High levels of intercultural awareness and experience working across diverse international environments.
17. Demonstrable commitment to the mission and values of Queen's University Belfast.
18. Robust and resilient, with strong presence and executive impact.
19. Location will be Belfast campus with significant international travel required.

Desirable Criteria:

1. Postgraduate qualification or substantial relevant leadership experience.
2. Membership of relevant professional bodies, eg in marketing, business or higher education.
3. Professional qualification in marketing, business-related subjects, or higher education leadership.
4. Experience leading international branch campus or offshore delivery initiatives.
5. Knowledge of international quality assurance and TNE regulatory frameworks.