

## **INTERNATIONAL OFFICER (maternity cover)**

### **REQ171000**

Fixed term for 12 months or the earlier return of the post holder whichever is soonest

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

### **Job Description**

**Job Grade:** Management & Specialist Grade 6

#### **Job Purpose**

The post holder is responsible for implementing the University's international student recruitment activity within a portfolio of countries. The post holder's responsibilities within the selected portfolio of countries are to develop regional expertise and to take responsibility for the overall development of their selected regional market.

#### **Job Duties**

- Take responsibility for implementing the University's International Student Recruitment strategy in a portfolio of countries
- Undertake international recruitment and promotion missions within this portfolio
- Undertake follow-up work arising from these missions
- International student recruitment activity makes an important contribution to the University's budget, and the post holder will significantly contribute towards increasing the revenue stream within the selected portfolio of countries
- Out-of-hours and weekend working are an essential part of this post
- Relationship building with local agents, with country-specific funding bodies, with individual student applicants and their parents/sponsors
- Liaise with universities, international schools, foundation and A level colleges within the portfolio of countries for the maintenance of long-term links with Loughborough University and sustained international student recruitment from those sources
- Represent the University at inward visits by agents, embassies, educational institutions and other relevant bodies.
- Keep well informed about the University in all relevant aspects of its work for the sake of optimum promotional effectiveness.
- Develop materials required to promote the University's international recruitment activities within the allocated portfolio of countries.
- Collect and disseminate marketing information along with associated data capture and management.

- Liaise with external bodies such as the British Council and UKCISA and internal support services and groups including the Alumni Office and the International Students Association.
- Act as a source of advice and guidance within the University on matters such as market briefings, the equivalence of international qualifications and to give support to academic departments planning international visits to those countries for which the post holder is responsible.
- Proactively identify and develop new channels/methodologies and local country initiatives to market Loughborough University within the given portfolio of countries.
- Contribute to pre and post-arrival support for new international students, including induction programmes and close liaison with English Language Support Service and UG and PG Admissions offices.
- Maintain an accurate, updated knowledge of immigration and Home Office regulations and other matters pertaining to international student welfare for the benefit of the International Office's publications and the quality of the (non-specialist) advice that it provides to prospective students and sponsors.
- Service relevant recruitment focus groups.
- Take a share of International Office duties such as the maintenance of the International Office web pages, the maintenance of the Education UK and other external promotional web pages, counselling prospective students and booking education exhibitions, and producing relevant International Office marketing materials.
- Undertake Ad Hoc project work or other occasional duties as required by the Director, International Office, commensurate with the post.
- Responsible for recruiting UK-based international students for postgraduate taught (Masters) programmes at Loughborough and London campuses.
- Relationship management of UK-based recruitment agents
- Support Deputy Director with recruitment activity in China including 2-3 overseas visits per year
- Manage University's accounts on Chinese social media platforms (Weibo, Wechat and Youku).

### **Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

### **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

### **Organisational Responsibility**

Reports to the Regional Manager.

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

| Area                 | Criteria   | Stage |
|----------------------|--|-------|
| Experience           | General administrative and/or marketing experience.  | 1,3   |
|                      | Experience of creating and making presentations to a high standard   | 1,3   |
| Skills and abilities | Proven ability to be pro-active, to prioritise tasks and work independently in a complex and developing area.        | 1,3   |
|                      | Tact, diplomacy and negotiating skills.  | 1,3   |
|                      | Excellent communication and inter-personal skills.   | 1,2,3 |
|                      | High level of attention to detail.   | 1,2,3 |
|                      | Proven ability to work as a member of a team.  | 1,3   |
|                      | Creativity, flexibility and energy.  | 1,3   |
|                      | Effective practical information technology skills including word-processing, databases, PowerPoint and spreadsheets. | 1,2,3 |
|                      | Ability to work with limited supervision and guidance (after initial training).                                      | 1,3   |
|                      | The ability to learn independently and master and apply new areas of knowledge quickly.                              | 1,3   |
|                      | Ability to undertake project work within tight deadlines.  | 1,3   |
| Training             | Cultural sensitivity.  | 1,3   |
|                      | A willingness to undertake further training as necessary.  | 3     |
| Qualifications       | Strong educational background including an honours degree or equivalent.   | 1     |
| Other                | Commitment to observe the University's Equal Opportunities policy.   | 1,3   |
|                      | Empathy with the aims and objectives of the University.  | 1,3   |

### Desirable Criteria

| Area                 | Criteria  | Stage |
|----------------------|---|-------|
| Experience           | Recent work experience involving student contact.   | 1,3   |
|                      | Familiarity with events' organisation and participation at these events.  | 1,3   |
| Skills and abilities | Some current involvement and/or practical experience in external promotional or marketing activities in HE or FE, preferably with an international dimension. | 1,2,3 |
|                      | An understanding of project management.   | 1,3   |
| Qualifications       | Demonstrable skills in customer care.   | 1,3   |
|                      | A marketing qualification and/or training / experience in this area.  | 1     |
| Training             | Some training in marketing or promotion.  | 3     |

## Conditions of Service

The position is full time and fixed term for 12 months or until the earlier return of the post holder whichever is soonest. Salary will be on Management & Specialist Grade 6, (£29,799 to £38,833 per annum), at starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

## Informal Enquiries

Informal enquiries should be made to Alicia Butterfield, Regional Manager by email at [A.C.Butterfield@lboro.ac.uk](mailto:A.C.Butterfield@lboro.ac.uk) or by telephone on (01509) 222240.