

## REGIONAL MANAGER (SOUTH ASIA)

Job Ref: REQ240528

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 7

#### Job Purpose

The postholder plays a significant role in the strategic and operational management in the key area of international student recruitment. Duties include leadership of a substantial existing market area and developmental work in relation to several areas with potential for expansion. In addition, leadership and management of specific key operational areas within the Global Engagement Team is involved.

#### Job Duties

##### A. Managerial Duties

- Deputise for the Head of International Student Recruitment on a regular basis at internal and external meetings, including making a substantial contribution to the strategic and operational management of international recruitment.
- Contribute to the further development of international admissions, Marketing & Advancement.
- Develop new marketing initiatives and ensure their appropriate implementation across the Global Engagement Team and other stakeholders within the University (e.g. academic schools).
- Work with the Deputy Director (Global Student Recruitment & Experience) and Head of International Student Recruitment to review regularly and enhance the University's international student marketing strategy.
- To inform and advise staff at all levels on the marketing and promotion of the University internationally with particular reference to student recruitment.
- To take lead responsibility for the strategic and operational management of several specific areas of the Global Engagement Team with delegated authority from the Deputy Director (Global Student Recruitment & Experience). These areas will be agreed with the successful candidate depending on their previous skills and experience but might include: staff management and development, management information, market research and evaluation of marketing initiatives, management of scholarship and bursary schemes, study abroad activity, e-marketing, liaison with other support services etc.
- To act as direct line manager for identified members of the Global Engagement team.

##### B. Global Engagement Team Duties

- Take responsibility for implementing the University's International Student Recruitment Strategy for fee-paying students from a major market with significant potential for development.
- Undertake international recruitment and promotional missions and undertake follow-up work arising from these missions.
- Relationship building with local agents and country-specific funding bodies.
- Represent the University at inward visits by agents, embassies, educational institutions and other relevant bodies.

- Develop materials required to promote the University's international recruitment activities within the allocated portfolio of countries.
  - Collect and disseminate marketing information and 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.
  - Keep well informed about the University in all relevant aspects of its work to ensure optimum promotional effectiveness.
  - Maintain an accurate, updated knowledge of immigration and Home Office regulations and other matters pertaining to international student welfare for the benefit of the Global Engagement Team's publications and the quality of the (non- specialist) advice that it provides to prospective students and sponsors.
- C. Other**
- Undertake ad hoc project work or other occasional duties as required by the Deputy Director (Global Student Recruitment & Experience) and the Director, Marketing & Advancement commensurate with the level of the post.

### **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 Head of International Student Recruitment).

## 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	Significant international student recruitment experience within a UK university including experience of regular international travel	1,2	
	Experience of undertaking market research and analysis	1,2	
	Experience of creating and making presentations to a very high standard	1,2,3	
Skills and abilities	Proven ability to be pro-active, to prioritise tasks and work independently in a complex and rapidly developing area	1,2	
	Creativity, flexibility and energy	1,2,3	
	Proven ability to work effectively in a diverse team	1,2	
	Experience of project management including ability to undertake project work within tight deadlines	1,2	
	Excellent communication and inter-personal skills, including ability to negotiate with people from different cultures	1,2,3	
	A high standard of cultural sensitivity, including tact, diplomacy and excellent negotiating skills	1,2	
	Capacity to develop strong management skills and to think analytically and strategically	1,2	
	The ability to learn independently and master and apply new areas of knowledge quickly	1,2	
	Excellent attention to detail	1,2,3	
	High level of numeracy	1,2	
	Effective practical information technology skills including word-processing, databases, PowerPoint, spreadsheets and information retrieval and analysis	1,2,3	
	Training	A willingness to undertake further training if and when needed	1,2
	Qualifications	Strong educational background including at least a second class honours degree or equivalent	1
	Other	A willingness to undertake extensive overseas travel (approx., 10-12 weeks per year)	1,2
A willingness to undertake out-of-hours and weekend working on a regular basis		1,2	
Commitment to observe the University's Equal Opportunities Policy		1,2	
	Empathy with the aims and objectives of the University	1,2	

## Desirable Criteria

Area	Criteria	Stage
Experience	Experience of managing staff	1,2
	Experience of developing, implementing and evaluating operational market strategies	1,2
	Experience of contributing to institutional level recruitment and marketing strategies	1,2
Skills and abilities	Specialist knowledge of particular international markets	1,2
	Experience of developing promotional materials	1,2
	Experience of working with large networked databases	1,2
Qualifications	A marketing qualification and/or substantial training / experience in this area	1
Training	Some training in marketing or promotion	1,2

## Conditions of Service

The position is full time and open ended. Salary will be on Management and Specialist Grade 7, £45,585 to £54,395 per annum. 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/>