

DEPUTY DIRECTOR, GLOBAL STUDENT RECRUITMENT & EXPERIENCE

Job Ref: REQ241055

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 8

Job Purpose

This post will lead on the institutional commitment through the International Engagement and Impact Core Plan to grow and diversify our international student enrolments. It will also advise and work with other services to ensure our international student experience is welcoming and inclusive, throughout a student's journey with us. The postholder acts as Deputy for the Director of Global Relations and will be responsible for delivery of aligned objectives within the International Engagement & Impact Core Plan.

Job Role

This is an established post with direct responsibility for recruitment, and oversight of the international student journey. The role will be expected to provide strategic and tactical delivery of student recruitment priorities and will suit someone who can interpret strategy into operational delivery, whilst gaining significant stakeholder buy in across the institution.

The post requires substantial and recent international student recruitment experience within a UK university including experience of international travel, experience of undertaking market research and analysis, and the proven ability to be pro-active, to prioritise tasks and to work independently in a complex and rapidly developing area. It also requires extensive knowledge of the international student experience pre, during and post studies, bringing to the role strong sector leading experience of the opportunities and challenges in this area and to proactively manage mitigations for the institution. The post will require some international travel and the ideal candidate will understand the fast-moving complex external environment and be able to operate with agility and autonomy.

The post further requires proven ability to work effectively across a diverse team, to participate as a member of the senior leadership team and to regularly interface and influence the Vice-Chancellor senior leadership team. The role will be expected to have experience of project management, and excellent communication and interpersonal skills, including the ability to negotiate with people from different cultures.

Job Duties

A. Strategic Responsibilities (Student Recruitment)

- i To provide the strategic vision and tactical institutional response to ensure growth and diversification in global student enrolments
- ii To work with Strategic Marketing and Academic Schools to identify, develop and promote new marketing initiatives that will aid student enrolments and de-mystify the student experience.
- iii To lead on the successful delivery of high-quality pathway provision, identifying future opportunities for growth and diversification

- iv To work with the Philanthropy, Alumni and Supporter Engagement Team (PASE) to establish strong global alumni communities
- v To actively contribute to developments and initiatives relating to student admission working collaboratively with colleagues in the Admission Office / Doctoral College Office.
- vi To lead on the strategic approach to relationship building with local agents and country-specific funding bodies
- vii To liaise and lobby on behalf of the institutional priorities with external bodies such as the British Council, UKCISA and BUILA.

B. Strategic Responsibilities (Student Experience)

- i To work with the Admissions Office and Academic Registry to improve applicant and student guidance, and pertain an updated knowledge of immigration and Home Office (UKVI) regulations
- ii To future proof the delivery of the pre-sessional programme and provide guidance to develop sector leading academic language support services
- iii To work with Student Services to lead on initiatives that enhance international graduate employability and initiatives that address the diverse needs of international students

C. Managerial Responsibilities

- i To deputise for the Director of Global Engagement on a frequent basis at internal and external meetings, including making a significant contribution to the strategic and operational management of international student recruitment and the institution's international student experience.
- ii To lead, inspire and effectively manage performance of the International Recruitment Team and matrix manage across several other departments involved in the successful delivery of the related KPIs.
- iii To promote greater equity, diversity and inclusion to ensure that the role reflects and elevates the strengths and talents of the communities that it serves.

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 Director of Global Engagement with accountabilities to other senior colleagues in Marketing & Advancement

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	Broad, varied and deep professional and/or marketing experience	1,3
	Substantial recent international student recruitment experience within (or with) a UK university and have led either growth or diversification strategies	1,3
	Experience of contributing to institutional level recruitment and marketing strategies	1,3
	Experience of undertaking market research and analysis	1,3
	Demonstrable experience of marketing and monitoring impact	1,3
	Successful experience of people and relationship management	1,3
Skills and abilities	Proven ability to be pro-active, to prioritise tasks and work independently in a complex and rapidly developing area	1,3
	Creativity, flexibility and energy	1,2
	Proven ability to work effectively in a diverse team in both leadership and team member roles	1,2
	Experience of project management including ability to undertake project work within tight deadlines	1,3
	Excellent communication and inter-personal skills, including ability to work across different levels of management to convey delivery of the Core Plan	1,2,3
	Developing operating processes and frameworks for delivery of student recruitment and managing implications on future student experience	1,3
	A high standard of cultural sensitivity, including tact, diplomacy and excellent negotiating skills	1,2,3
	Excellent management skills and the ability to think analytically and strategically	1,3
	A visionary thinker, with the ability to lead and mobilise teams	1,3
Training	A willingness to undertake further training if and when needed	3
Qualifications	Strong educational background including at least a second-class honours degree or equivalent	1
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1
	A willingness to undertake extensive overseas travel (approx. 10 weeks per year)	3
	A willingness to undertake out-of-hours and weekend working on a regular basis	1,3

	Awareness of and commitment to EDI activity and objectives	1
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Desirable Criteria

Area	Criteria	Stage
Experience	Experience of managing budgets	1,3
Skills and abilities	Specialist knowledge of particular international markets	1,3
Qualifications	A postgraduate qualification	1
	A marketing qualification and/or substantial training / experience in this area	1,3

Conditions of Service

The position is full time and open-ended. Salary will be on Management and Specialist Grade 8, £58,596 to £65,814 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 service for Grades 6 and above, 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/>