

**It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.**

## **Job description for the post of**

### **International Regional Manager**

**EHA1678-0719**

**Fixed term for 12 months**

<b>Department/Service:</b>	International Office
<b>Responsible to:</b>	Head of International Recruitment and Admissions
<b>Accountable to:</b>	Director, International Office

## **Main purpose of the post**

The main aim of the post holder will be to assist in the development of a strategy and implementation plan for Summer Programmes, both English Language and Non-English Language, together with recruitment of international (non EU) fee-paying students for study on all Edge Hill University programmes. We actively recruit in North America, Latin America & Asia and the post holder's target market will be confirmed on commencing the role. In addition, tasks related directly to all international student recruitment, international marketing, and a supporting role for international admissions will be undertaken. The post holder will identify and establish new business opportunities, in conjunction with the Head of International Recruitment and Admissions whilst also developing and maintaining existing partnership relationships.

## **Main Duties of the Post**

1. Implement and support the development of the university's International Recruitment Strategy and Internationalisation Strategy.
2. To be responsible for the development and management of international student recruitment marketing plans in specific target regions and countries.
3. To assist in the development of a strategy and implementation plan for Summer Programmes, including a strategy to maximise recruitment for these programmes running 2019 onwards.

4. Planning, organising and undertaking recruitment and promotional visits representing the university overseas. This includes making presentations, undertaking counselling sessions, making appropriate offers to students and training education agents.
5. Negotiating and agreeing recruitment targets with established and new Agents and monitoring and evaluating performance against targets
6. Develop and maintain specific skills and knowledge on the provision of all programmes at Edge Hill University and the wider UK HE sector.
7. Develop particular knowledge and expertise of the educational systems within the target regions and countries, with particular attention to those educational institutions and qualifications that may precede study at Edge Hill.
8. Develop, and assist in the production of, marketing and promotional materials suitable for international recruitment. This will include the management of the University's online presence in a variety of markets as appropriate.
9. Identify and recruit international agents and representatives, and other third parties, to assist the University in its international recruitment.
10. Develop and maintain close working relationships with international agents and representatives, and other third parties, rendering them timely and appropriate support.
11. Deal with conversion-type enquiries from international students with the aim of encouraging as many students to choose Edge Hill as their university of choice.
12. Manage and maintain operational data on applications from international students.
13. Provide advice and support throughout the applicant process to international applicants and their sponsors, and signpost international students with issues surrounding immigration processes appropriately.
14. Develop credibility as an International Recruitment expert for Edge Hill University both externally and internally, and liaise internally with academic and support departments to identify and address issues raised by international recruitment.
15. Identify and monitor sources of data and market intelligence (educational, economic, marketing and social) relevant to the target regions and countries to increase recruitment based on trends and research.
16. Prepare and deliver documents and briefings (including regular managerial reports, statistical analyses and occasional review reports) to others at Edge Hill involved in international student recruitment and partnership development.
17. Develop and maintain relationships with relevant organisations (British Council, UK embassies etc) in target regions and countries.

18. Contribute to the review of all operations, processes and data systems to ensure that they are fit for purpose and contribute to the fulfilment of the International Recruitment Strategy and protection of our Tier 4 Sponsor Licence and HTS.
19. Identify, investigate, and provide support to the Academic Quality Unit with issues relating to international collaboration and develop and maintain specialist knowledge so as to act as a consultant for others within the university.
20. Identify and apply for sources of international educational funding as appropriate.
21. Work with academic departments and the wider university for the design, development, validation and deployment of Edge Hill University programmes that are appropriate for, and attractive to, international students.

### **General**

22. Engage in personal development to improve the post holder's level of performance.
23. Contribute to the training and development of other Edge Hill University staff.
24. Take on any other duties as required by the Head of International Recruitment and Admissions.

**Salary:** Grade 6, Points 23 - 26  
£27,025 - £29,515 per annum

**Hours:** 36¼ hours per week

It is expected that the postholder will work flexibly according to the demands and responsibility of the job, as some evening and weekend work will be required in addition to overseas travel.

## PERSON SPECIFICATION

### International Regional Manager

EHA1678-0719

Fixed term for 12 months

Applicants should provide evidence of their ability to meet the following criteria:

		Essential	Desirable	*Method of assessment (I/A/S/T/P)
<b>Qualifications</b>				
1	First degree, equivalent professional qualification or relevant work experience	*		A
2	Marketing/digital marketing qualification		*	A
<b>Knowledge/skills</b>				
3	Experience of working in (higher) education in the UK, with an understanding of international recruitment	*		A/I
4	Demonstrable knowledge of higher education systems outside the UK	*		A/I
5	Fluent in a foreign language		*	A
6	Demonstrable capability to represent an organisation to external parties	*		A/I
7	Experience of reporting on results including statistical analysis and reporting	*		A/I
8	Experience of working with Customer Relationship Management Systems		*	A/I
9	Experience developing and producing marketing materials (on and offline)	*		A/I
10	Ability to work in an international environment with good intercultural sensitivity	*		A/I
11	Ability to work well with young people and understand the needs of international students	*		A/I
12	Ability to work on own initiative with a minimum of supervision	*		A/I
13	Outstanding interpersonal and communication skills with the experience and capability of building effective networks and working relationships with both colleagues and external contacts	*		A/I
14	Demonstrable ability to plan, prioritise and deliver work to targets and time schedules	*		A/I
15	Excellent IT skills	*		A/I
16	Excellent attention to detail and accuracy	*		A

<b>Personal qualities</b>				
17	Open, positive and approachable	*		I
18	Pro-active, forward looking and able to demonstrate evidence of contributing positively to continuous improvement and change in the workplace.	*		A/I
19	Availability and willingness to work evening and weekends and to travel abroad as required	*		I
20	Full, Clean Driving Licence		*	I