



Edge Hill
University

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MODERN
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OF THE YEAR



International Recruitment and Marketing Officer

Reference: EHA1678-0923
Salary: £30,487 - £32,982 per annum.
Grade 6, Points 23–26
Contract Type: Permanent
Hours: Full Time (36.25 hours per week)
Location: Ormskirk
Accountable to: Pro Vice-Chancellor (External Relations)
Reporting to: International Recruitment and Marketing Manager





About the Role

The main aim of the post holder is to recruit international, fee-paying students for study on all Edge Hill University programmes. The role is crucial in ensuring effective delivery of international student recruitment targets.

The role is to develop and implement marketing and recruitment strategies and activities in target countries/regions to deliver the university's international aims. The post holder achieves this through market intelligence analysis, planning using multiple channels to engage potential students and in close collaboration with a range of stakeholders both inside and outside the university. The International Recruitment and Marketing Officer will be the principal resource of student recruitment expertise within the university for their market portfolio.

This post requires frequent travel overseas for significant periods.



Duties and Responsibilities

1. Implement and support the development of the university's international aims and delivery of recruitment targets through recruitment activities in a portfolio of countries. This includes writing annual marketing plans and ongoing evaluation and reporting of their effectiveness.
2. Provide high quality market analysis based on quantitative and qualitative market intelligence for target countries/regions.
3. Plan, organise and undertake recruitment and promotional visits representing the university overseas and through online/virtual channels. This includes making presentations, undertaking counselling sessions, organising events, making appropriate offers to students, training and supporting education agents.
4. Identify, select, and manage recruitment agents. Develop and maintain close working relationships, negotiate, and agree targets, manage monitor, and evaluate performance against targets.
5. Develop and maintain relationships with relevant organisations (British Council, UK embassies etc) in target regions and countries.
6. 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.
7. Working with Marketing colleagues develop, and assist in the production of, marketing and promotional materials and the use of communication channels, suitable for international recruitment.
8. Provide information, advice and guidance to prospective students liaising with the Admissions Office, Faculties and departmental tutors as appropriate to ensure smooth and rapid conversion of offers to acceptance.
9. Manage and maintain operational recruitment data on applications from international students. 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.
10. Provide advice and support throughout the applicant process to international applicants and their sponsors, and signpost international students with issues surrounding immigration processes appropriately.



11. Be a positive influence for change, develop credibility as an International Recruitment expert for Edge Hill University both externally and internally, and collaborate internally with academic and support departments to identify and address issues raised by international recruitment.
12. 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.
13. 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 Sponsor Licence and HTS.
14. 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.

In addition to the above all Edge Hill University staff are required to:

- a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety
- b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons
- c) Undertake appropriate learning and development activities as required
- d) Participate in Edge Hill's Performance Review and Development Scheme
- e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner
- f) Demonstrate excellent Customer Care in dealing with all customers





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Eligibility

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.





Please note that applications will be assessed against the Person Specification using the following criteria, therefore, applicants should provide evidence of their ability to meet all criteria.

Methods of Assessment include Application Form (A), Supporting Statement (S), Interview (I), Test (T) & Presentation (P).

		Essential	Desirable	Method of assessment (A/S/I/T/P)
Qualifications				
1.	First degree, equivalent professional qualification, or relevant work experience	*		A
2.	Marketing/digital marketing qualification		*	A
Experience and Knowledge				
3.	Experience of working in (higher) education in the UK, with particular focus on international recruitment	*		A/I/P
4.	Good knowledge of higher education systems outside the UK, in region of responsibility	*		I/P
5.	Fluent in a foreign language		*	I/P
6.	Demonstrable capability to represent an organisation to external parties	*		I/P
7.	Experience of reporting on results including statistical analysis and reporting	*		S/I
8.	Experience of working with Customer Relationship Management Systems		*	S/I
9.	Experience developing and producing marketing materials (including viral marketing)	*		S/I
Abilities and Skills				
10.	Ability to work in an international environment with good intercultural sensitivity	*		S/I
11.	Ability to work well with young people and understand the needs of international students	*		S/I
12.	Ability to work on own initiative with a minimum of supervision	*		S/I
13.	Outstanding interpersonal skills with the experience and capability of building effective networks and working relationships with both colleagues and external contacts	*		S/I





14.	Demonstrable ability to plan, prioritise and deliver work to targets and time schedules	*		S/I
15.	Excellent verbal, written and reasoning skills	*		I/P
16.	Excellent IT skills	*		S/I/P
17.	Ability to maintain confidentiality	*		I
18.	Operate fairly and equitably in all areas of work	*		I
19.	Excellent attention to detail and accuracy	*		A
20.	Excellent demonstrable customer care skills	*		I

Personal Qualities

21.	Open, positive and approachable	*		I
22.	Pro-active, forward looking and able to demonstrate evidence of contributing positively to continuous improvement and change in the workplace	*		S/I
23.	Availability and willingness to work evening and weekends and to travel abroad as required	*		I
24.	Full, Clean Driving License – to support travel to events and partner institutions (both UK and abroad - including regions that have limited public transport access)		*	I





How to Apply

When you are ready to start the formal application process, please visit our [Current Vacancies page](#) and click 'vacancies', search for the role you wish to apply for, and click 'Apply Online'. The online application form can be completed in stages and can be revisited at any time. The form automatically saves as you enter your information and it is simple to move backwards and forwards throughout at any time prior to submission. Help is available at each stage to guide you through the form. Before final submission, you can preview your application and can then choose to refine or submit the form.

Please refer to the advert for the closing date for this vacancy, all applications must be submitted by 11.59pm on this date. Following the closing date, we will contact you by email to let you know whether or not you have been shortlisted to participate in the next stage of the selection process. We try our best to inform all applicants within two working weeks following the closing date.

Application > Shortlisting > Interview > Outcome

For informal enquiries about this vacancy, you may wish to contact: Liam Dootson – Senior International Recruitment and Marketing Manager at dootsonl@edgehill.ac.uk

At Edge Hill University we value the benefits a rich and diverse workforce brings to our community and therefore welcome applications from all sections of society.

