



# Job Description and Person Specification

## Summary

<b>Job title:</b>	International Projects Officer
<b>Area:</b>	International Office
<b>Reference:</b>	EHA1053-1225
<b>Grade and Salary:</b>	£28778 - £31236 per annum. Grade 5, Points 19 to 22.
<b>Contract Type:</b>	Fixed Term for Six Months – Maternity Cover
<b>Hours:</b>	Full Time (36.25 hours per week)
<b>Location:</b>	Campus based role. Ormskirk, Lancashire, L39 4QP
<b>Accountable to:</b>	Director of Department of Marketing, Communications and Student Recruitment
<b>Reporting to:</b>	International Recruitment and Marketing Manager

## **About the Role**

You will play an essential role in supporting the delivery of Edge Hill University's international recruitment and marketing strategy. You will coordinate a range of projects and operational activities designed to attract, engage, convert, and support international students.

This role ensures the smooth running of international projects, communications, events, and partnerships, while maintaining high standards of organisation, professionalism, and service to both internal and external stakeholders.

## **Duties and Responsibilities**

### **Projects Coordination and Delivery**

1. Coordinate and deliver international recruitment and marketing projects in line with strategic and regional priorities.
2. Support with the implementation and monitoring of international recruitment plans across key markets and partnerships.
3. Track project timelines, deliverables, and budgets, ensuring milestones are achieved and reports are produced for management.
4. Liaise with internal departments and external partners to ensure efficient communication and project alignment.

### **Agent and Partner Engagement Support**

1. Support the management and servicing of international recruitment agents, including communication, reporting, and agent newsletter content.
2. Assist with the coordination of inbound agent visits and virtual and in person regional training sessions.
3. Contribute to partner relationship management activities, including supporting the promotion of progression pathways and partnership projects.
4. Maintain accurate agent and partner records within internal systems, ensuring compliance with the University's procedures.

## **International Communications and CRM Support**

1. Assist in the coordination of international communication campaigns using the CRM system, ensuring messages are timely, relevant, and effective.
2. Work with the International Recruitment Officers to ensure accurate applicant tagging (e.g., agent tagging, enquiry source, post application agents tagging procedures).
3. Support the development of content for international digital channels, including social media, email campaigns, The Ambassador Platform (TAP), and the institution's international web pages.
4. Contribute to student stories, testimonials, and international blog content to enhance engagement and conversion.

## **Event and Travel Coordination**

1. Support the organisation and promotion of international recruitment travel, including coordination of schedules, materials, and internal communications.
2. Assist in the delivery of online events and webinars for prospective international students, agents, and partners.
3. Support the promotion and delivery of international summer schools and pre-departure sessions.
4. Liaise with academic departments and central services to coordinate Edge Hill representation at external recruitment events.
5. Data, Insights and Reporting
6. Support the collection, analysis, and reporting of market intelligence from key sources such as IDP Connect, Enroly, and British Council reports.
7. Maintain up-to-date data on agent referrals, regional performance, and scholarship applications.
8. Produce summary reports and dashboards to inform recruitment planning and performance review.

## **Scholarships and Student Support Liaison**

1. Assist with the promotion of international scholarship schemes, including regional, excellence, and external scholarships.
2. Liaise with the International Finance and Compliance teams on matters relating to scholarship awards and eligibility checks.
3. Provide general support to agents and students on international processes, including signposting to appropriate services.

## **General and Administrative Duties**

1. Maintain accurate project documentation and shared resources.
2. Support internal communication within the International Recruitment and Marketing team through meeting coordination and updates.
3. Contribute to continuous improvement initiatives to enhance international recruitment operations.
4. Undertake any other duties commensurate with the grade and role as required.
5. Occasional international travel may be required.

In addition to the above all Edge Hill University staff are required to: adhere to all University policies and procedures; complete all mandatory training and induction modules, including Equality & Diversity and Health & Safety; engage in appropriate learning and development activities; actively participate in performance review; demonstrate excellent customer care; contribute to an inclusive environment for everyone; respect confidentiality; act in a sustainable and environmentally conscious manner; and proactively consider accessibility in all aspects of your work.

## **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.

## Person Specification

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. Where a supporting statement is indicated you will be asked to provide a statement of how you meet this criterion within the application form.

## Qualifications

Criteria	Essential or Desirable Criteria	Method of Assessment
Educated to degree level or above, or demonstratable equivalent work experience	Essential	Application
Specific marketing qualification	Desirable	Application

## Experience and Knowledge

Criteria	Essential or Desirable Criteria	Method of Assessment
Experience in project coordination or administrative support within a complex organisation, ideally an education setting.	Essential	Application, Supporting Statement and Interview
Experience working in higher education, international recruitment, or marketing.	Desirable	Application and Interview
Understanding of international student recruitment processes and agent engagement.	Desirable	Application, Supporting Statement and Interview
Experience of either working internationally or working with international students.	Desirable	Application, Supporting Statement and Interview
Awareness of compliance and visa processes relevant to international students.	Desirable	Application and Interview
Knowledge of key global markets in international higher education.	Desirable	Application, Supporting Statement and Interview
Proficient in Microsoft Office and comfortable learning new digital tools and systems (e.g., CRM, TAP).	Essential	Application, Supporting Statement and Interview
Available for occasional national and international travel when required.	Desirable	Interview

## Abilities and Skills

Criteria	Essential or Desirable Criteria	Method of Assessment
Excellent organisational and time management skills, with the ability to prioritise and meet deadlines.	Essential	Application, Supporting Statement and Interview
Strong communication and interpersonal skills, with the ability to build effective working relationships.	Essential	Application, Supporting Statement, Interview and Presentation
High attention to detail and accuracy in data entry, reporting, and written communication.	Essential	Application, Supporting Statement, and Interview
Demonstrable commitment to excellent customer service, putting the student at the heart of everything that we do.	Essential	Supporting Statement, Interview
Ability to work collaboratively within a team environment and with a range of stakeholders.	Essential	Interview and Presentation
Experience with digital marketing, social media management, or CRM/live chat systems.	Desirable	Application, Supporting Statement and Interview

## Candidate Guidance and How to Apply

Join our team at Edge Hill University! We're looking for talented individuals to join our dedicated and supportive community and make a difference to our students. At Edge Hill we value the benefits a rich and diverse workforce brings and welcome applications from all sections of society.

### Have any questions?

For informal enquiries about this vacancy, please contact Liam Dootson, Senior International Recruitment and Marketing Manager at [Dootsonl@edgehill.ac.uk](mailto:Dootsonl@edgehill.ac.uk)

### Ready To apply:

1. Go to our jobsite - <https://jobs.edgehill.ac.uk/Vacancies.aspx>
2. Find the role you wish to apply for.
3. Click the "**Apply Online**" button on the job advert and follow the easy steps to prepare and submit your application.

### Key points:

- **Closing date:** Please refer to the advert for the closing date for this vacancy. Vacancies automatically close at 23:59pm [GMT]. Please note, that the University may on occasion close a post early if vacancies attract high volumes of applications; we therefore encourage you to prepare and submit your application in good time.
- **Next steps:** We'll contact you by email, usually within two weeks, to let you know if you have been shortlisted.
- **Shortlisting:** Information you provide on your application will be assessed against the person specification for this role. We encourage you to clearly show how you meet the requirements presented in the person specification. We encourage use of specific examples of your experience, knowledge and skills within your supporting statement(s).
- **Pre-employment checks:** Following offer, successful candidates will need to provide original proof of identity, qualifications and professional memberships, and evidence their right to work in the UK. You will also complete a pre-employment health questionnaire to support Edge Hill University make appropriate adjustments to support you in the role.
- **References:** You will be asked to provide details of two referees on your application form. References will be collected following issue of an offer of employment. Guidance on how to select your referees is provided on the form. The University may ask you for alternative or additional referees to cover your previous three years of employment during pre-employment

- **Start date:** A start date will be arranged after pre-employment checks are completed.