

JOB DESCRIPTION

Vacancy reference:	SRF34027
Post Title:	Regional Manager
Grade:	Grade 6
School/Department:	Global Recruitment Team (International)
Reports to:	Senior Regional Manager

Purpose

The Global Recruitment Team (International) – GRTI – plays a lead role enabling the University achieve its ambitious international student recruitment targets, as well as helping it build its profile and presence in countries around the world. It is part of Global Recruitment and Admissions (GRA), a function that sits alongside Marketing, Communication and Engagement and Alumni and Supporter Engagement to form the Advancement Group. In addition to the Global Recruitment (International) team, the Global Recruitment and Admissions service spans UK student recruitment and outreach, admissions, applicant engagement (conversion) and prospective student enquiries activity.

GRTI is organised into regional recruitment teams lead by Senior Regional Managers who report to the Head of GRTI. Regional Managers are responsible for student recruitment in their assigned countries and are also expected to make a contribution through project work and involvement in initiatives that support wider GRTI activity. A broad skills set, solution-driven approach and commitment to personal development to keep pace with a rapidly changing world are just as essential as specialist knowledge.

Main duties and responsibilities

- Take responsibility for key recruitment markets within a specified global region, as agreed with the Head of GRTI., providing support to the Senior Regional Manager and working proactively towards accomplishing the enrolment objectives as detailed in the GRTI Action Plans.
- Serve as a resource of expertise for the assigned markets, taking advantage of the channels through which information can be accessed and intelligence acquired. A key element of this is building strong relationships with external stakeholders such as agents, education providers, sponsors and other organisations whose remit has synergies with the University e.g. British Council.
- Contribute at a strategic and operational level to international student recruitment, taking into consideration how knowledge may benefit other stakeholders within the University; Examples include working with Admissions to ensure entry requirements are appropriate, appraising the Partnerships team of potential TNE opportunities.
- Manage and motivate a network of agents in allocated markets, identifying potential new agents (and conducting due diligence), delivering training, setting targets and assessing performance both on an on-going basis and through the annual review process.
- Identify fresh opportunities to strengthen or consolidate the University's international student recruitment and critically evaluate the effectiveness of existent activities to ensure resources are deployed to best effect.

- Maintain accurate records and make the fullest use of qualitative and quantitative information so that success is measured through methods that are consistent with GRTI and wider GRA team / University approaches.
- Represent the University overseas or within the UK through regular trips, working to an agreed schedule and frequently in collaboration with colleagues from Schools or other areas of the Advancement Group. Evening and weekend work will be required.
- Oversee the collection, management and exploitation of leads in the region, making full use of digital resources, particularly the University CRM system and the nurture tracks it supports.
- Manage, support or contribute to as required a range of digital resources that sustain the University's virtual presence e.g. website (including internal pages), social media, webinars, agents, newsletter.
- Act as an ambassador and advocate, maintaining the highest standards of conduct and embracing a strong commitment to customer relations in all dealings on behalf of the University and the team.
- Leverage the alumni community in the designated region, making use of alumni in support of recruitment events and participating as agreed with the alumni team in other activities, such as reunions.
- Work directly with Schools and Departments within the University and through their Business Partners on activities ranging from assessing market trends and potential programme development to planning and delivering joint activities.
- Manage the assigned budgets for the designated countries within the region – both day-to-day expenditure and evaluation of return on investment – providing reports to the Senior Regional Manager as required.
- Review the work of support staff (Regional Administrators, Student Helpers) where it relates to the markets or other activities for which the post holder has responsibility, as directed by the Senior Regional Manager or Head of GRTI.
- Support projects and wider GRTI initiatives as required by the Senior Regional Manager or Head of GRTI and undertake any other duties required by either.
- Undertake training and keep abreast of relevant regulatory and legal developments affecting the work both in and outside the specified global region (e.g. GDPR, UK Immigration requirements, anti-bribery laws).
- Make a proactive contribution towards the innovative, solution-driven culture within GRTI through channels such as team meetings, away days and the annual planning process. Demonstrate a commitment to carrying forward agreed actions to a successful conclusion.
- To play an active role in wider GRA and University initiatives.

Supervision received

Line management will be provided by the Senior Regional Manager. The Head of Global Recruitment (International) may oversee certain activities/projects.

Supervision given

Supervision may be given to Regional Administrators and/or Student Helpers.

Contact

Internal:

Pro-Vice-Chancellors, in particular the Pro-Vice-Chancellor (Global Engagement)

Director of Global Recruitment and Admissions and colleagues across GRA

Director of Marketing, Communication and Engagement and colleagues across MCE

Director of Alumni and Supporter Engagement and colleagues across ASE

School/Departmental Staff

Student Support staff including Accommodation, Careers and Employability and International Student Advisory Teams

Students' Union and International Student Societies

External:

Students

Parents

Agents

Schools, colleges and university staff

Practitioner groups e.g. BUILA, UK university consortia

Representative bodies e.g. British Council, UUK, UKCISA

Alumni

Foreign governments, embassies, consulates, cultural bureaux, sponsors and NGOs

UK Governmental bodies e.g. Home Office, Foreign Office, UK Visas and Immigration

Terms and conditions

Full time. This post involves significant travel. The post holder will be expected to be willing and able to travel for an average of 12 weeks of the year. Overseas visits may be of up to three weeks in duration (7 to 14 days is more the norm). Events targeting UK-based international students may require overnight stays.

This document outlines the duties required at the time of writing to indicate the remit and level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time that do not change the general character of the job. In particular, assigned regions/countries may be subject to change based upon business need and the availability of resource.

Date assessed:

5 May 2019

PERSON SPECIFICATION

Job Title		School/Department
Regional Manager		Global Recruitment Team (International)
Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Outstanding communication skills (written/oral, offline/online) including the ability to engage effectively with a diverse range of audiences • Strong diplomacy and relationship-building skills; sensitivity to changing or challenging environments, both internally and externally • Evidence of working to and meeting ambitious targets • Highly motivated, organised and efficient with the ability to see work through to completion and critically evaluate impact • Evidence of market research and analysis skills • Ability to work effectively within a team and support colleagues when needed • Ability to assimilate a large volume and range of information, provide analysis and proposed actions in relation to markets and broader elements of international student recruitment • Excellent interpersonal skills and the capacity to relate to a wide range of people from many different cultural backgrounds 	<ul style="list-style-type: none"> • Marketing and e-marketing communications skills and experience, including the use of CRM systems • Good numerical skills • Evidence of having developed marketing strategies for international markets • Experience of developing social media campaigns

Attainment	<ul style="list-style-type: none"> • Understanding of how to make optimum use of finite resources (time, budgets etc) and capability to objectively assess return on investment • A good first honours degree or equivalent work experience • High level of competence with MS Office products and overall IT literacy 	<ul style="list-style-type: none"> • Relevant marketing qualification or other marketing training such as CIM
Knowledge	<ul style="list-style-type: none"> • Knowledge of the key markets driving international student recruitment and specific knowledge of the designated region • Understanding of modern marketing techniques • Awareness of current issues affecting international students 	<ul style="list-style-type: none"> • Experience of working with education agents and insight into how these organisations function
Relevant Experience	<ul style="list-style-type: none"> • Significant relevant work experience • Experience of managing projects 	<ul style="list-style-type: none"> • Previous experience in international student recruitment/marketing, including travel in this capacity • Previous experience of managing budgets
Disposition	<ul style="list-style-type: none"> • Able to work independently, sometimes off-site for extended periods of time with limited supervision • Resilience and resourcefulness to deal with difficult situations • Ability to network and build effective working relationships with a diverse range of individuals and organisations • Ability to work independently and under pressure with attention to detail 	<ul style="list-style-type: none"> • Able to think creatively and innovatively
Other	<ul style="list-style-type: none"> • This post will require stamina and energy in order to cope with full travel schedules and long haul flights with some travel being at the short notice • Willing and able to work long and unsociable hours • Committed to equality and diversity 	

Completed by: Andy Howman	Date: 18/01/2019
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