

ROLE DESCRIPTION AND PERSON SPECIFICATION
PROFESSIONAL AND ADMINISTRATIVE STAFF

Role Title: International Student Recruitment Manager

Service: Student Recruitment & Engagement Team

Pay Band: D

Reports to: Head of Student Recruitment & Engagement

Purpose of Role:

To be the lead manager implementing recruitment plans to increase applications from the university's global target markets through planned activities on regional, national and international basis.

To provide the interface between Ravensbourne and its key audiences: potential students, influencers and external agencies, partners and contacts through the organisation and delivery of recruitment activities both overseas and in the UK.

Further, to support the Head of Student Recruitment & Engagement to liaise with internal audiences to maximise progression from foundation or undergraduate programmes, and to accurately convey the recruitment challenge to a range of internal stakeholders in conjunction with peers in the Student Recruitment & Engagement team.

To develop an appropriate network of overseas agents and contacts to fulfil overseas student recruitment requirements, with a specific focus on providing the required campaignable assets and training to facilitate growth.

To participate actively as a lead member of the Student Recruitment & Engagement team, travelling where necessary as a leading advocate at home, EU and International recruitment fairs.

To measure and analyse performance of marketing activities using CRM data.

Role Responsibilities:

- Develop and implement annual marketing and recruitment plans for the assigned regions to meet the objectives of the university's growth strategy.
- To manage, develop and support the International Recruitment Officer(s)
- To manage the budget aligned to the international recruitment team, providing regular reports to the Head of Student Recruitment & Engagement.

- Plan and implement an annual calendar of academic visits to overseas target countries to deliver presentations, workshops, conduct portfolio reviews and meetings with key stakeholders.
- Provide leadership and coordination of the development of a high performing network of international feeder schools.
- Provide leadership and coordination of the development of a high performing network of international recruitment agents, this includes identifying, training and monitoring the annual performance of agents.
- Act as the contact for allocated key partnership activities, identifying international partnership and validation opportunities and liaising with relevant academic and professional services departments.
- Undertakes/co-ordinates market research and competitor analysis, in the context of student recruitment, as required.
- Support the delivery of the University's internal progression strategy.
- Support the development and delivery of the University's conversion strategy.
- Represent Ravensbourne at recruitment fairs and other events, both overseas and within the UK.
- Provide support to the department in the delivery of high quality events, ranging from schools visits, counsellor days and conversion activities.
- Act as a source of information, knowledge and advice, providing high quality up to date market intelligence to support student recruitment.
- Provide initial admissions advice to both prospective and current applicants, on courses and facilities, admissions requirements, course- specific entry criteria, tuition fees, scholarships and any other issues relating to admissions and liaise with colleagues in Admissions, Academic schools and Registry as appropriate.
- Proactively develop and maintain relationships in country with alumni, schools, universities and funding agencies.
- Establish collaborative relationships with key external stakeholder's e.g. foreign embassies, British Council, Foreign and Commonwealth Office, United Kingdom Trade and Investment and government agencies.
- Work co-operatively and flexibly within Student Recruitment and wider university departments.

Other

- To act as an ambassador during Open Days and Marketing & Student Recruitment events on behalf of the University, both within the UK and Overseas when required.
- Demonstrate understanding of Ravensbourne's values, culture and educational ethos and promote these through everyday practice in the role.
- Work within Ravensbourne's Code of Conduct and other Rules

- Comply with all legislative, regulatory and policy requirements (e.g. Finance, HR) as appropriate
- Carry out the policies, procedures and practices of Health & Safety in all aspects of the role
- Demonstrate value and importance of equality and diversity in every aspect of Ravensbourne's work, and show commitment through everyday practice in the role
- Work in accordance with, and promote Ravensbourne's environmental sustainability policy and practices
- Works continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate
- Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness
- Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne's objectives achieved

Key working relationships

- Head of Student Recruitment & Engagement
- Head of Marketing, Communications & Content
- Head of Admissions
- International Student Recruitment Officer
- Academic Heads of Department and Course Leaders

Resources Managed**Budgets:**

- International Recruitment Team

Staff:

- International Recruitment Officer(s)

Person Specification (Knowledge, Skills and Behaviours)

	Essential	Desirable
<p><u>Core Personal Skills</u></p> <p>Minimum Qualification Required: Educated to degree or equivalent qualification at Higher Education level in a related discipline commensurate with the nature of the role.</p>	✓	
<p>Professional Memberships: Qualification from a professional associations, chartered bodies or relevant subject associations, preferably with professional membership</p>		✓
<p>Customer focus and service Understands the relationship between provider and customer, and the expectations of the recipient of a service. Is able to identify all such relationships in which they are involved, and with an attitude of mind that places the needs of the customer first, provides a service that fully satisfies them.</p>	✓	
<p>Enterprise and support for Income generation Understands the critical importance of income generation, in particular from student recruitment, and is alert to the opportunities for increasing income from existing or new sources, taking action as necessary.</p>	✓	
<p>Team working Works collaboratively and harmoniously within the team and more widely with all significant others to get the job done, to the satisfaction of all those involved.</p>	✓	
<p>Communicating and relating to others Communicates clearly orally and in writing, and in relating to others builds and maintains effective relationships openly and honestly, using every medium appropriately and with consideration for the audience, so that the messages (both ways) are understood and able to be acted upon.</p>	✓	

	Essential	Desirable
<p>Organising work</p> <p>Organises work for optimum effectiveness and meet deadlines, using all the resources, tools and methods available, so that the objectives of the role, team and organisation are met. Ability to deal with multiple channels of enquiries, e.g. email, calls, etc.</p>	✓	
<p>Using IT</p> <p>Makes optimum use of appropriate digital technology and IT systems in all aspects of the role, particularly the ability to operate in a Virtual Learning Environment</p>	✓	
<p>Problem solving and decision making</p> <p>Anticipates problems or issues and deals with them creatively and constructively, reaching a rational decision for dealing with the problem or issue; one that is capable of practical implementation</p>	✓	
<p>Future focussed and change-ready</p> <p>Understands their current position in the broader environmental context and is receptive to, and open minded about, change, enabling them to respond positively and creatively to changing circumstances and requirements.</p>	✓	
<p>Numeracy and Statistics</p> <p>Understands, uses and presents numerical information clearly and accurately, according to the requirements of the task in hand.</p>	✓	
<p>Core Leadership and Management Skills</p> <p>Management and continuous improvement of operational delivery</p> <p>Leads and manages the operational delivery of a course or service, ensuring that standards are met and delivery continuously improved, to the satisfaction of those who pay for and/or receive the service</p>	✓	

	Essential	Desirable
<p>Strategic and Business planning and implementation</p> <p>Leads and manages the identification, articulation and implementation of strategic and/or business plans</p>	✓	
<p>Team leadership and Management</p> <p>Leading and managing team(s) successfully towards specific agreed outcomes in ways that engage, motivate and develop team members</p>	✓	
<p>Project Management</p> <p>Leads a Project throughout its life cycle, using the methodology to ensure the Project achieves its agreed purposes.</p>	✓	
<p>Resource Management</p> <p>Ensures that the resources required are available at the right time and in the right place, and appropriately monitored, so that the work can be done effectively and efficiently</p>	✓	
<p>Staff Management</p> <p>Ensures that all staff managed are properly, deployed and developed in their role, and are enabled to make their contribution to the achievement of short and medium term objectives and longer-term organisational success</p>	✓	

	Essential	Desirable
<p><u>Professional Experience</u></p> <p>Proven and demonstrable experience of working in a sales and marketing position in industry or professions.</p> <p>Experience of marketing and communications in a Higher Education context.</p> <p>Home, EU and International student recruitment and event experience.</p> <p>Experience of operational delivery and monitoring of all business processes, procedures and policies in relation to admissions administration.</p> <p>Experience in developing and delivering integrated marketing strategies and plans with both on shore and overseas elements.</p> <p>Strong external liaison and proven management skills. ✓</p> <p>Experience of producing copy for printed and online marketing solutions.</p> <p>Experience of managing and delivering varied recruitment events with experience international</p> <p>Experience of delivering presentations to a diverse target audience.</p> <p>Proven line management experience</p> <p>Experience of budget management</p> <p>Experience and understanding of working in the Higher and Further Education environments.</p> <p>Experience of building and maintaining effective working relationships and a commitment to promoting diversity</p>		
<p><u>Professional and Administrative knowledge and know-how</u></p> <p>Service Knowledge and its application</p> <p>Maintains, develops and applies comprehensive knowledge of all aspects of the service in ways that are proportional to Ravensbourne's nature, scale and complexity, and keeps that knowledge and its application up to date and relevant ✓</p>		

	Essential	Desirable
<p>Professional context</p> <p>Develops and maintains an understanding of how developments in the professional, legal, regulatory and educational contexts impact upon own role specifically, and Ravensbourne more generally</p>	✓	
<p><u>Professional and Administrative service delivery, systems and processes</u></p> <p>Delivering the service</p> <p>Delivers the service, or that part of it as specified in the role description, to the standards required, and contributes to its continuous improvement</p>	✓	