

Description and Person Specification
Professional Services Staff

Job title: International Student Recruitment Manager

Department: Student Recruitment Marketing

Pay Grade: 5

Line Manager: Head of Student Recruitment Marketing

Role Purpose:

The International Student Recruitment Manager is responsible for developing and implementing successful international student recruitment strategies and plans to achieve the University's strategic and operational objectives. The role will manage the planning and delivery of the annual recruitment and conversion plans across key international target markets to meet the objectives of the university's growth strategy for all levels of study, including FE, UG and PG.

This role provides an interface between Ravensbourne University London and its key international audiences: potential students, influencers and external partners and contacts, through the management of planning and delivery of international recruitment activities. It focusses on raising the profile of the University and increasing the volume and quality of international student enquiries, applications and enrolments.

The role requires effective internal and external liaison and will act as a key ambassador representing the University across its network of international stakeholders. Working closely with the Progression Manager and the UK Student Recruitment Manager, this role will liaise with internal audiences to successfully manage student progression initiatives and maximise internal progression from foundation and undergraduate programmes. In close liaison with Marketing Campaigns Manager and CRM team, this role will evaluate and analyse performance of international marketing plans and activities by leveraging CRM data and adopting a data-driven approach to maximise international student recruitment and conversion.

The post manages the international recruitment team and the associated international recruitment budget. The post holder will be self-driven, motivated, with a can-do attitude and excellent time management skills. This role will involve travel internationally and in the UK.

Duties and Responsibilities:

- Develop and implement annual recruitment, marketing and conversion plans for key international target markets to meet the objectives of the University's growth strategy for FE, UG and PG.
- Manage, develop and support the International Student Recruitment Officer, providing professional development opportunities to ensure a high level of performance and customer service.
- Manage the budget assigned to the international recruitment team, allocating resources to maximise impact and return on investment, and provide regular budget reports to the Head of Student Recruitment Marketing.
- Develop and nurture relationships with key external stakeholders, including recruitment agents, partners, feeder schools, colleges, embassies, government agencies and international organisations to promote the University and increase international student enrolments.
- Coordinate and attend recruitment events, including international fairs, exhibitions, and school visits, both domestically and internationally. Represent Ravensbourne at conferences and workshops related to international education and recruitment.
- Represent the University at key international recruitment events, fairs, exhibitions and other activities.
- Act as an ambassador during Open Days and other key student recruitment events on behalf of the University, both within the UK and overseas when required.
- Act as a source of information, knowledge and advice, providing high quality and 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 funding options, visa requirements and any other issues relating to admissions and liaise with colleagues in admissions, academic schools and registry as appropriate.
- Collaborate with Marketing and Communications and Content teams to create promotional materials tailored to international student audiences.
- Proactively develop and maintain relationships with alumni, schools, universities and funding agencies.
- Utilise data analytics and market research to identify trends and opportunities for

maximising international student recruitment. Regularly monitor and evaluate the effectiveness of recruitment initiatives and return on investment.

- Liaise and work collaboratively with academic colleagues to build internal relationships across the University to acquire a depth and breadth of knowledge of course subject areas, and to support student recruitment and conversion.
- Stay informed about changes in UK immigration policies, international education trends, as well as key competitor recruitment strategies.
- Leverage alumni networks and student ambassadors to support international student recruitment and conversion strategies.
- In collaboration with other departments, support pre-arrival and orientation plans to ensure a seamless transition for incoming international students.
- Work cooperatively and flexibly within the Student Recruitment Marketing team and wider university departments as required.

Other

- 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, People & Culture) 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.
- The role will involve travel, both internationally and within the UK.
- This role is subject to a DBS check.

Key working relationships:

- Head of Student Recruitment Marketing
- Head of Admissions
- International Student Recruitment Officer
- Student Recruitment Marketing team (including Events, Marketing and Progression)
- Communications and Content team
- Academic colleagues
- Student Ambassadors
- Wider university colleagues (including Registry, Compliance, Careers, Student Services, Creative Lab, Finance)
- International Recruitment Agents
- Schools and Colleges
- British Council representatives
- International Government bodies, Scholarship providers

Resources Managed

Budgets: International Student Recruitment budget

Staff: International Student Recruitment Officer

Other: (e.g. equipment; space): Marketing collateral

Person Specification

<u>Knowledge and Experience</u>	Essential	Desirable
Education • Educated to degree or equivalent qualification at Higher Education level in a related discipline commensurate with the nature of the role.	✓	

Professional Qualification / Experience • Proven experience in international student recruitment across multiple markets. • Demonstrated ability to successfully manage and execute recruitment strategies and initiatives. • Track record of meeting recruitment targets within higher education context. • Experience in developing and implementing marketing and engagement strategies, ideally in higher education context. • Experience of integrating marketing strategies across different markets and channels to reach target audiences. • Experience within the creative and digital industries. • Experience of managing relationships with key external stakeholders such as recruitment agents, feeder schools and colleges. • Experience of building effective internal relationships across all levels of seniority and a wide variety of functions. • Qualification from professional associations, chartered bodies or relevant subject associations, preferably with professional membership.	✓ ✓ ✓ ✓ ✓ ✓	 ✓ ✓ ✓ ✓
Higher Education Knowledge • Knowledge of Higher Education systems and international education markets. • Familiarity with the application and admissions processes for international students at a UK institution. • Understanding of the UK and Global Higher Education landscape, including admission processes, international qualifications, and student mobility trends. • Knowledge of student visa processes and regulations.	✓ ✓ ✓ ✓	
<u>Core Personal Skills, Abilities and Behaviours</u>	Essential	Desirable

Management and Leadership - Leads and manages the operational delivery of a service, ensuring that standards are met and delivery continuously improved, to the satisfaction of those who receive the service. - Leads and manages the identification, articulation and implementation of strategic and/or business plans. - Strong leadership skills with the ability to motivate and inspire team to achieve recruitment targets while fostering a culture of accountability, collaboration, creativity, innovation and continuous learning. - Provides clear direction and guidance, setting achievable goals and expectations and providing timely feedback and support. - Experience in leading cross-functional teams, leveraging diverse skills and expertise to drive collaborative recruitment efforts. - Leads by example in ensuring the consistent delivery of high-quality services, monitoring performance metrics and implementing process improvements as needed. - Actively engages stakeholders to gather feedback and identify areas for enhancement, fostering a culture of continuous improvement and excellence. - Utilises performance data to drive operational efficiencies and optimise resource allocation, maximising organisational effectiveness and customer satisfaction.	✓ 	
Equality, Diversity & Inclusion Commitment to promoting equality, diversity, and inclusion within the recruitment process and the workplace.	✓	
Communication - Excellent verbal and written communication skills, with the ability to present information clearly, confidently and persuasively to diverse audiences and stakeholders across various levels of seniority. - Skilled in utilising a variety of communication channels, including digital platforms and social media, to reach and engage with target audiences. - Proficiency in multiple languages.	✓	✓

Organisational Values Alignment with and commitment to the institution's core values and mission: • Connection • Dynamism • Inclusion • Professionalism	✓	
Customer Focus and Service • Commitment to providing high-quality, student-focused services by promptly and professionally responding to inquiries and offering personalised guidance through the application process. • Ability to address and resolve issues, collect and analyse feedback from prospective students to continually improve recruitment practices. • Demonstrated cultural sensitivity and awareness when interacting with diverse student populations. • Commitment to excellent customer service, proactively identifying opportunities to enhance the student experience.	✓ ✓ ✓ ✓	
Enterprise and Support for Income Generation • Understanding of the importance of income generation, particularly through international student recruitment. • Entrepreneurial mindset with the initiative to propose and implement new strategies, programmes, or services that strengths Ravensbourne's attractiveness to international students and supports overall income generation efforts. • Strong business acumen and strategic thinking skills, capable of identifying new revenue streams and leveraging existing resources to maximise financial sustainability and organisational growth.	✓ ✓	✓
Team Collaboration • The ability to work collaboratively and harmoniously within the team and stakeholders, facilitating seamless cross-departmental cooperation. • Values diversity of thought and actively encourages open communication and knowledge sharing among team members to drive innovation and achieve shared goals.	✓ ✓	
Organisational Skills • Ability to manage and prioritise multiple tasks and projects effectively, ensuring deadlines are met and work is completed to a high standard.	✓	

Strong organisational skills with attention to detail in planning and executing recruitment activities, events and campaigns.	✓	
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IT Skills - Ability to quickly learn and adapt to new technologies and platforms, enhancing productivity and streamlining processes. - Proficient in using a range of IT tools and software, including CRM systems, databases to support recruitment and administrative tasks.	✓	
Problem Solving and decision making - Strong analytical skills to identify, assess, and resolve issues effectively, ensuring smooth operations and positive outcomes for recruitment efforts. - Ability to make data-driven decisions, considering various factors and potential impacts to achieve the best possible results.	✓	
Future Focussed and Change-Ready - Understands their current position within the broader environmental context, remain receptive and open-minded towards change. - Openness to change and ability to respond positively and creatively to evolving circumstances and requirements, including a proactive approach to implementing new practices that drive continuous improvement and innovation. - Demonstrates adaptability and resilience in the face of change, embracing new ideas and approaches to drive continuous improvement.	✓	
Numeracy and Statistics - Strong numeracy skills and the ability to analyse statistical data to inform recruitment strategies and measure performance. - Proficient in interpreting and presenting numerical data accurately and effectively, utilising statistical tools and methodologies as needed.	✓	
Reporting Skills - Proficiency in creating detailed and accurate reports based on data analysis, providing insights and recommendations for decision-makers. - Ensures accuracy and precision in numerical reporting, leading to clear communication and informed decision-making processes.	✓	

Project Management • Ability to manage and coordinate multiple projects, ensuring they are completed on time, within scope, and budget. • Familiarity with project management methodologies and tools, such as Gantt charts or Agile frameworks, to enhance project efficiency and effectiveness. • Leads a project throughout its life cycle, using the methodology to ensure the project achieves its agreed purpose. • Develops comprehensive project plans, defining scope, objectives, deliverables, and timelines to ensure successful project execution.	✓ ✓ ✓ ✓	
Resource Management • Ability to allocate resources effectively, ensuring that the resources required are available at the right time and in the right place, and appropriately monitored. • Effectively allocates resources to support organisational goals and priorities, balancing competing demands and priorities. • Monitors resource utilisation and performance, identifying opportunities to optimise resource allocation and improve efficiency.	✓ ✓	✓

Our Values

Connection: We value what happens together and we collaborate to achieve our collective goals.

Dynamism: We embrace every opportunity to adapt and optimise.

Inclusion: We celebrate our diversity, and we embrace difference as a source of strength.

Professionalism: We aim for quality in everything we do and take pride in our work.

