

International Recruitment Officer

Job Description

The Role

Job title:	International Recruitment Officer
Department:	External Relations
Responsible to:	Head of Student Recruitment
Location:	Royal Agricultural University, Cirencester
Salary:	Grade 6: £27,131 to £32,348 per annum, dependent on experience
Term:	Full time, permanent
Relationships with:	RAU External Relations team; RAU Admissions, Student Support and Partnerships teams; RAU academic staff; collaborative partner representatives; prospective international students; current students and alumni; Agency partners; School Counsellors; Bristol Council Education Consultants.

Role Purpose

To maximise and achieve the University's recruitment targets for international undergraduate and postgraduate students through the delivery of recruitment and conversion activities, strategies, and relationship building campaigns across key markets.

Key Responsibilities

1. Develop and implement an annual recruitment marketing action plan to successfully recruit international students to agreed targets from key overseas markets.
2. Arrange, deliver and evaluate a range of international student recruitment activity, including:
 - virtual events such as webinar presentations and live chats;
 - overseas visits including to agents, exhibitions, schools/colleges and universities.
3. Undertake visits to RAU target overseas markets, managing bookings, itineraries and international travel arrangements within agreed budgets.

- 4.** Maintain mutually beneficial relationships with existing agents in each market including responsibility for administering agent terms and conditions, MOUs, levels of commission payments and evaluation of performance.
- 5.** Maintain personal regular contact with agents ensuring all are regularly updated on RAU news and promotional materials.
- 6.** Develop and maintain relationships with relevant school/college counsellors in key target markets, identifying and delivering opportunities for engagement and student recruitment.
- 7.** Identify and exploit opportunities for increased international recruitment, by maintaining awareness of market conditions and trends, competitor activity, and seeking opportunities with new agents, schools and colleges.
- 8.** Develop and maintain relationships with RAU international partner providers and actively promote opportunities for study progression from partners to RAU.
- 9.** Work closely with Admissions colleagues to contribute to the effective management and tracking of enquiries from prospective students through to enrolment.
- 10.** Use relevant systems to capture and record student data at enquirer, applicant and enrolment stage, obtaining the required consents to comply with data protection legislation and monitoring for trends that can support future development.
- 11.** Work closely with Marketing colleagues to support: communications campaigns to international enquirers, applicants and agents; the production and use of in-country advertising and high-quality marketing materials targeted to key international markets; profiles and campaigns via third party platforms; development of the international section of the main RAU website; and the use of social media to provide inspiring content for international students.
- 12.** Implement a thorough evaluation strategy and monitoring the effectiveness of all activities, providing quantitative and qualitative information to senior leaders to track performance and further develop activities and outcomes.
- 13.** Maintain an understanding of a range of overseas qualifications relating to key markets. Work closely with Admissions colleagues to provide advice on eligibility criteria for overseas qualifications and provide input to in relation to student immigration issues.
- 14.** Monitor ongoing expenditure to ensure that all activity is carried out within the agreed budget and is providing a suitable return on investment.
- 15.** Represent the University at internal and external committees, working groups, conferences and collaborative networks as appropriate, in particular relating to international student recruitment.
- 16.** Collate, analyse and interpret market research and sector trends as directed and supported by the management team.

- 17.** Support the ongoing work of the wider External Relations team and undertake such other reasonable responsibilities and tasks assigned by the Line Manager and Director, commensurate with the grade of post.

General responsibilities:

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

Person Specification

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Presentation
Educated to degree level or equivalent	E	A
Recent experience of successfully delivering international student recruitment activity, ideally in a higher education environment	E	A,B
Enthusiastic about higher education and able to excite potential students about its possibilities	E	A,B,C
Excellent presentation and communication skills, written and verbal	E	A,B,C
Excellent customer service, interpersonal and influencing skills	E	A,B
Excellent organisation, project management and analytical skills	E	A,B
Proactive in approach and able to use own initiative	E	A,B
Experience of developing strong relationships and identifying new opportunities with a variety of internal and external stakeholders	E	A,B
Current knowledge of an extensive range of education systems, qualifications, cultures and issues facing international students	E	A,B,C
Creative and innovative approach to work with the ability to come up with new and interesting ideas to engage prospective students	E	A,B,C
A flexible approach with the ability to undertake overseas travel independently and work out of hours	E	A,B
Experience of effectively managing a network of international/overseas representatives, such as agents	D	A,B
Experience of creating concise reports based on evaluation of statistical information and market research	D	A,B
Experience of creating promotional literature and advertising, for online, print or social media	D	A,B
Experience of managing budgets	D	A,B
Knowledge of the land-based sectors	D	A,B

Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to jobs@rau.ac.uk stating where you saw the advert for the role
- Informal enquiries can be made to Liam Dowson – Head of Student Recruitment – Liam.Dowson@rau.ac.uk
- **Closing date:** 29 January 2023 with **Interviews on:** 8 February 2023.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are underrepresented within the RAU at this level.