Role profile

<table>
<thead>
<tr>
<th>Job title</th>
<th>International Relations Officer</th>
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<tbody>
<tr>
<td>Job family and level</td>
<td>Administrative, Professional and Managerial Level 3</td>
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<tr>
<td>School/Department</td>
<td>International Student Recruitment, External Relations</td>
</tr>
<tr>
<td>Location</td>
<td>King’s Meadow Campus</td>
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**Purpose of role**

To support the recruitment of UK-based international students to the University, to ensure that the University meets its student recruitment targets. The post will focus on all stages of the student journey, from enquiry generation right through to converting the student to point of registration on campus. This will involve representing the University at promotional events and visits both in-person and online; liaison with internal and external stakeholders; and developing and disseminating expert knowledge for the UK-International (UKI) recruitment market. You may also have line management responsibility for direct reports and will be responsible for leading, motivating and managing staff to achieve agreed objectives. Typically, this would either be colleagues based within the office providing broader administrative support, or student ambassadors undertaking work for the team. You may be required to deputise for the regional International Relations Manager and other members of the wider International Student Recruitment team as needed.

Significant UK based travel and occasional international travel will be an important part of this position, a flexible approach to working patterns is therefore required throughout the year.

**Main responsibilities**

(Primary accountabilities and responsibilities expected to fulfil the role)

<table>
<thead>
<tr>
<th>Recruitment Activity</th>
<th>% time per year</th>
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<tr>
<td>Organising and undertaking recruitment and promotional visits in the UK. This includes:</td>
<td>40%</td>
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<tr>
<td>▪ Representing the University at educational exhibitions, school visits, agent offices, applicant and offer holder events (occasional overnight stays/working weekend events required).</td>
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<td>▪ Attending events in schools/foundation providers across the UK and presenting to prospective students, advising them on study in the UK, the University of Nottingham and possible course options.</td>
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<td>▪ Offering one to one student and parent counselling.</td>
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<td>▪ Undertaking visits to potential or existing partners within the UK; meeting contacts and developing relationships at key institutions such as foundation providers, government representatives, education agencies and feeder schools/universities.</td>
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<td>▪ Offering in-person support, training and updates to key stakeholders in their work to promote the University efficiently.</td>
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<td>▪ Supporting, and or deputising, for other International Relations Managers or members of the wider ISR team if required.</td>
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- Hosting and arranging inbound campus visits and delegations.

### Strategic Thinking
Managing marketing and recruitment specific initiatives, working closely with, and under the direction of, the International Relations Manager:
- Undertaking UKI market research and producing country and market analysis, contributing to the on-going development and implementation of international student recruitment activity.
- Forecasting intake numbers, proactively developing and implementing proposed strategies for complete student cycle to achieve these within budgetary guidelines.
- Developing new and proactive strategies, including the use of print, social and digital media, to focus on conversion of offer holders to actual registrations.

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<thead>
<tr>
<th>2</th>
<th>Strategic Thinking</th>
<th>15%</th>
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### Engagement
Providing best practise to students and key stakeholders, supporting shared goals.
With students:
- Following up all enquiries generated from designated markets through a number of channels including email, telephone, social media, webinars and in-person.
- Informing and supporting students at all stages of the application process (starting from the moment there is an expression of interest to converting the student through to point of enrolment).
- Ensuring good quality service from the International Student Recruitment team and a positive relationship between all prospective students and the University.
Internally:
- Identifying and supporting appropriate Academic School and Faculty specific marketing, recruitment and conversion activity.
- Assessing student eligibility for admission to courses to the University alongside the Student Admissions and Hub teams, focusing particularly on foundation pathway requirements.
- Representing the UKI student voice in all External Relations and University wide discussions.
Externally:
- Providing support and training to appointed UKI agency representatives, ensuring they are kept abreast of key developments and close working relationships are maintained at all times.
- Disseminating information to other key influencers including School Counsellors and Parents.

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<tr>
<th>3</th>
<th>Engagement</th>
<th>35%</th>
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### Management
- Managing direct reports where appropriate; leading, motivating and managing staff to achieve agreed objectives.
- Responsible for tracking spend, submitting expenses and managing UKI specific budget.

<table>
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<tr>
<th>4</th>
<th>Management</th>
<th>10%</th>
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**Person specification**

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<tr>
<th></th>
<th>Essential</th>
<th>Desirable</th>
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| **Skills**               | ▪ Excellent written and oral communication skills including presentation skills.  
▪ Excellent interpersonal skills with a demonstrable ability to build strong working relationships with internal and external stakeholders at all levels.  
▪ Excellent administrative and organisational skills with the ability to prioritise workloads in order to meet strict deadlines.  
▪ Good problem-solving skills with the ability to find solutions to issues when they arise.  
▪ IT skills, highly proficient in the use of Microsoft Office.  
▪ Proficiency in both written and verbal English.  
▪ Ability to work independently and unsupervised.                                                                                       | ▪ Data analysis and report writing skills.                                                                                                 |
| **Knowledge and experience** | ▪ Experience of student recruitment, admissions or enquiry management related work in the education sector.  
▪ Experience of working effectively and flexibly in a team.  
▪ Experience of relationship building and presenting to large groups of people and a variety of audiences.                                      | ▪ Experience of developing and delivering events via digital platforms.  
▪ Knowledge of undergraduate and postgraduate admissions cycles and processes, including some knowledge of international qualifications.  
▪ Experience of international student recruitment in the education sector.  
▪ Cross cultural sensitivity and experience of working with other cultures.                                                        |
| **Qualifications, certification and training (relevant to role)** | ▪ Educated to A Level or equivalent.                                                                                                                                                                       | ▪ Educated to degree level or equivalent.                                                                                                 |
| **Statutory, legal or special requirements** | ▪ Ability and willingness to travel and attend regular events outside of normal working hours, including some overnight stays.                                                                                     | ▪ Understanding of the requirements of GDPR and Child Protection legislation.  
▪ Understanding of Health & Safety issues in relation to activities delivered.                                                             |
The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

**Expectations and behaviours**

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- **Valuing people**: Friendly, engaging and receptive. Puts others at ease and is willing to listen. Calm and patient, ensuring the development of the team. Goes out of way to ensure people feel comfortable and cared for.

- **Taking ownership**: Makes timely decisions, takes necessary action and implements aspects of all plans relevant to own area. Encourages others to be accountable and respects and works to process and guiding principles set out by the University.

- **Forward thinking**: Effective planner, proactively looks for solutions to problems, shares learning and experience to develop others. Supports University drive to improve through own actions.

- **Professional pride**: Sets the example of how the job should be performed. Expects a high standard in others and supports them to achieve this. Through own standards, establishes a quality foundation in own area of expertise.

- **Always inclusive**: Positive about diversity and equality. Welcomes contribution from others. Invites input to decisions and in turn is willing to put forward own ideas. Promotes an inclusive and welcoming approach across internal and external communities.

**Key relationships with others**

- **Line manager**
- **Role holder**
- **Key stakeholder relationships**: Direct reports, Colleagues, Students