**Job title**
Senior International Relations Manager – East Asia

**Job family and level**
Administrative, Professional and Managerial Level 5

**School/ Department**
International Student Recruitment, Student Recruitment, External Relations

**Location**
Kings Meadow Campus

**Purpose of role**
You will look after one of the strategic recruitment regions for the university and play a crucial role in supporting the university’s size and shape ambition. You will be part of the division of Student Recruitment (in the External Relations Department) which comprises:

- Admissions and Enquiries (Centralised for all UG, Direct, HEU, INT, centralised student recruitment enquiry handling, data management, HE fairs, recruitment projects and recruitment reporting)
- WP and Outreach (schools and colleges liaison, widening participation (WP), open days and UCAS visit days)
- International student recruitment (direct recruitment, agent management, sponsors relations, partnership relations and projects, foundation programmes and IELTS centre).

You will report into the Deputy Director of Student Recruitment (International) and is responsible for managing a team of International Relations Managers covering key recruitment markets: East Asia & UK International based in the UK and overseas.

You will be line managing a diverse team based in the UK and China and is expected to travel frequently to meet our overseas recruitment partners.

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<th><strong>Main responsibilities</strong></th>
<th><strong>% time per year</strong></th>
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<td>To manage, direct and plan international student recruitment activities of your team in East Asia to help achieve institutional intake targets, including new market development where relevant.</td>
<td>60%</td>
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<td>To ensure appropriate levels of activity are maintained and adjusted in established markets to provide cover outside the region of immediate responsibility and ensuring that continual improvement is made concerning international recruitment strategy.</td>
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<td>Market specific responsibilities will include the full remit of traditional student recruitment activities, develop regional and country-based plans that are data informed, proportional, and targeted.</td>
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<td>Provide analysis and reports on input, outcomes, and ongoing progress towards the team’s objectives.</td>
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<td>Undertake frequent international travel to East Asia when possible, according to the agreed market plan, devising itineraries that maximise the value of travel and minimise environmental impact.</td>
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Expected travel is 12 weeks per year, however additional international travel may be required.

- Responsibilities will also include close liaison with key academic Schools/Departments to leverage maximum international student recruitment opportunities.
- Maintain, develop and share up-to-date knowledge about the region, keeping abreast of developments in-country that may impact the University’s operations.
- Assess trends, opportunities and threats in the markets and propose appropriate responses.
- Develop long term sustainable relationships with key influencers, developing and maintaining a wide range of contacts with international schools, colleges, universities, funding bodies (including government ministries, embassies, etc.), British Council, agents, and University of Nottingham alumni and others, as appropriate to the context of the market, in pursuit of the main functions of the post.

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<td>To act as line manager for identified members of staff both in the UK and overseas. This will include staff selection, training, induction, goal setting and performance review. If necessary accompanying new recruits on overseas missions to provide support and on the job training.</td>
<td>10 %</td>
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<td>To attend a range of internal and external events including institutional visit, forums, committees, staff training sessions and workshops. To provide bespoke advice to academic Schools and departments. Deputising for the Deputy Director of Student Recruitment (International) at meetings as required.</td>
<td>10 %</td>
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<td>To manage and monitor relevant budgets, leading on the planning and budgetary forecasting process for the appropriate regions.</td>
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<td>To innovate and project manage initiatives as required and to significantly contribute to the wider International Student Recruitment remit, working across all teams including participation in and/or management of cross-team activities as may be agreed from time to time.</td>
<td>15 %</td>
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To initiate and develop relationships/agreements with key government ministries (both in-country and the UK), agencies and high-level sponsorship bodies in East Asia, negotiating appropriate financial packages and, where necessary, ensuring reporting requirements are met.

Person specification

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<th>Essential</th>
<th>Desirable</th>
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| Skills | ▪ Extensive experience of international student recruitment in a UK Higher Education or similar setting  
▪ Willingness to undertake significant overseas travel, often alone  
▪ Cross-cultural awareness | ▪ Project Management skills |
| Knowledge and experience | Considerable specialist experience of international student recruitment in an HE environment  
Experience of formulating and implementing marketing and recruitment strategies and reviewing their effectiveness/success  
Demonstrable and significant understanding of national and international educational developments and their impact on HE and the international student recruitment environment  
Significant experience of East Asian / overseas education systems/qualifications and the provision of overseas qualifications equivalencies guidance  
Solid understanding of the UCAS process and direct recruitment practices  
Autonomous decision-making responsibility and negotiation skills  
Staff management experience | Good understanding of modern marketing techniques and an appreciation of the potential of IT as a marketing and conversion tool |
| Qualifications, certification and training (relevant to role) | Educated to degree level | Experience of working or studying outside the UK  
Masters’ degree |
| Statutory, legal or special requirements | The role holder will be required to spend considerable amounts of time overseas each year. A | Proficiency in Mandarin |
A flexible approach towards working patterns is therefore needed which will include working weekends and evenings as necessary. The person appointed must therefore hold a valid passport and be willing to undertake significant amounts of travel:

- Cross-cultural sensitivity and experience of working with other cultures
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**
Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.

**Taking ownership**
Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.

**Forward thinking**
Driven to question the status quo and explore new ideas, supporting the team to “lead the way” in terms of know-how and learning.

**Professional pride**
Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.

**Always inclusive**
Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

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Line manager  Deputy Director International Student Recruitment
Role holder   Senior international relations manager
Key stakeholder relationships
  International relations manager  Agent team  wider ISR team  Faculties
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