



<b>Job title</b>	International Relations Manager	<b>Job family and level</b>	Administrative, Professional and Managerial Level 4
<b>School/ Department</b>	International Student Recruitment, External Relations	<b>Location</b>	King's Meadow Campus

### Purpose of role

The role holder's primary objective will be the recruitment of international students to the University from an agreed set of markets, to help ensure that the University meets its student recruitment targets. These markets will be agreed in line with the needs of the University and are subject to review. 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 leading on key priority markets: representing the University at promotional events overseas, liaison with internal and external stakeholders, and developing and disseminating expert knowledge for the specified portfolio of countries.

Significant overseas travel will be an important part of this position and a flexible approach to working patterns is therefore required.

	<b>Main responsibilities</b> (Primary accountabilities and responsibilities expected to fulfil the role)	<b>% time per year</b>
1	<p><b>Recruitment Activity</b> Organizing and undertaking recruitment and promotional visits overseas. This includes:</p> <ul style="list-style-type: none"> <li>▪ Representing the University at educational exhibitions, school visits, agent offices, applicant and offer holder events.</li> <li>▪ Presenting to prospective students; advising them on study in the UK, the University of Nottingham and possible course options.</li> <li>▪ Offering one to one student and parent counselling and undertaking student interviews to assess academic suitability.</li> <li>▪ Undertaking visits to potential or existing partners overseas; meeting contacts and developing relationships at key institutions abroad such as funding bodies, British Council, government representatives, education agencies and feeder schools /universities.</li> <li>▪ Offering in-person support, training and updates to key stakeholders in their work to promote the University efficiently.</li> <li>▪ Supporting, and or deputising, for other International Relations Managers in overseas and UK domiciled recruitment missions.</li> <li>▪ Hosting and arranging inbound delegations.</li> <li>▪</li> </ul>	35%
2	<b>Strategic Thinking</b>	25%

	<p>Managing marketing and recruitment specific initiatives, working closely with, and under the direction of, the Senior International Relations Manager:</p> <ul style="list-style-type: none"> <li>▪ Undertaking market research and producing country and market analysis, contributing to the on-going development and implementation of international student recruitment activity.</li> <li>▪ Forecasting intake numbers, proactively developing and implementing proposed strategies for complete student cycle to achieve these within budgetary guidelines.</li> <li>▪ Developing new and proactive strategies, including the use of print, social and digital media, to focus on conversion of offer holders to actual registrations.</li> </ul>	
3	<p><b>Engagement</b> Providing best practice to students and key stakeholders, supporting shared goals.</p> <ul style="list-style-type: none"> <li>• With students: <ul style="list-style-type: none"> <li>▪ Following up all enquiries generated from designated markets through a number of channels including email, telephone, social media, webinars and in-person.</li> <li>▪ 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).</li> <li>▪ Ensuring good quality service from the International Student Recruitment team and a positive relationship between all prospective students and the University.</li> </ul> </li> <li>• Internally: <ul style="list-style-type: none"> <li>▪ Identifying and supporting appropriate Academic School and Faculty specific marketing, recruitment and conversion activity.</li> <li>▪ Assessing student eligibility for admission to courses to the University alongside the Student Admissions and Hub teams.</li> <li>▪ Representing the International student voice in all External Relations and University wide discussions.</li> </ul> </li> <li>• Externally: <ul style="list-style-type: none"> <li>▪ Providing support and in-country training to appointed overseas agency representatives, ensuring they are kept abreast of key developments and close working relationships are maintained at all times.</li> <li>▪ Disseminating information to other key influencers including School Counsellors, Sponsors and Parents</li> </ul> </li> </ul>	35%
4	<p><b>Management:</b> Responsible for tracking spend, submitting expenses and managing market specific financial commitments within the wider regional budget</p>	5%
5	<ul style="list-style-type: none"> <li>▪ Any other duties appropriate to the grade and role</li> </ul>	

Person specification

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills including presentation skills.</li> <li>• Excellent interpersonal skills with a demonstrable ability to build strong working relationships with internal and external stakeholders at all levels.</li> <li>• Knowledge of undergraduate and postgraduate admissions cycles and processes, including some knowledge of international qualifications.</li> <li>• Ability to prioritise workload effectively and achieve results under pressure, working to tight time constraint and managing conflicting priorities.</li> <li>• Highly organised, self-motivated and committed, with the ability to work effectively in a group and use own initiative when undertaking work individually.</li> <li>• Data analysis, regional strategy development, and report writing skills.</li> <li>• Knowledge of the principles of marketing, including use of social media and new digital marketing platforms.</li> <li>• Good problem-solving skills with the ability to find solutions to issues when they arise.</li> <li>• IT skills, highly proficient in the use Microsoft Office.</li> </ul>	<ul style="list-style-type: none"> <li>• Fluency in a second language</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Experience of student recruitment and/or admissions related work in the education sector.</li> </ul>	<ul style="list-style-type: none"> <li>• Influencing, relationship building and presenting to a wide variety of target audiences (internal and external), including high profile stakeholders.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of international student recruitment in the education sector.</li> <li>• Experience of travel outside of the UK, preferably for work or study.</li> <li>• An understanding of the key working relationships required with staff at all levels.</li> </ul>	
<b>Qualifications, certification and training (relevant to role)</b>	<ul style="list-style-type: none"> <li>• Educated to bachelor degree level, 2.2 classification or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Professional qualification, or working towards a professional qualification, preferably marketing related.</li> </ul>
<b>Statutory, legal or special requirements</b>	<ul style="list-style-type: none"> <li>• Proficiency in both written and verbal English.</li> <li>• A flexible approach towards working patterns including working weekends and evenings as necessary. The role-holder must hold a valid passport and be willing and able to undertake significant amounts of overseas travel.</li> <li>• Cross cultural sensitivity and experience of working with other cultures.</li> </ul>	



## 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

