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| Job title | Regional Head of International Recruitment | Job family and level | Administrative, Professional and Managerial Level 5 |
| School/ Department | Student Recruitment, External Relations | Location | Hybrid - Jubilee Campus |

Purpose of role

To provide strategic leadership for the University of Nottingham's international student recruitment activities across the allocated regions of responsibility. This role will develop and implement comprehensive recruitment strategies to achieve and exceed ambitious student number targets, foster key partnerships, and enhance the University's global reputation and market position. Working closely with the Marketing and Digital Directorate, the role holder will contribute significantly to the University's international growth objectives while ensuring exceptional customer experiences throughout the recruitment journey.

| | Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role) | % time per year |
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| 1 | Strategic Leadership and Management <ul style="list-style-type: none">Develop and implement comprehensive recruitment strategies for the allocated regions of responsibility aligned with the University's international objectives and ambitious targets.Lead and manage a team of in-country (where appropriate) and UK-based staff, providing clear direction, mentoring, and performance management.Analyse market trends, competitor activities, and government policies to inform strategic decision-making.Contribute to the broader student recruitment strategy of the University, working closely with senior leadership, Faculties and SchoolsManage and monitor substantial recruitment budgets, ensuring effective resource allocation and return on investment | 30% |
| 2 | Market Development and Relationship Management <ul style="list-style-type: none">Identify and develop strategic partnerships with key stakeholders including government bodies, educational institutions, funding agencies, and alumni networksManage network of third-party influencers aligned to region of responsibility to deliver growth, which will include agents, school counsellors and government sponsors, closely managing the performance and return of these relationships. | 30% |

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| | <ul style="list-style-type: none"> • Collaborate with academic schools and faculties to develop region-specific recruitment initiatives • Work closely with the Marketing and Digital Directorate to develop targeted marketing campaigns for assigned regions | |
| 3 | Performance Monitoring and Reporting <ul style="list-style-type: none"> • Set, monitor, and report on recruitment targets and key performance indicators for assigned regions • Conduct regular data analysis on application trends, conversion rates, and market performance • Produce market intelligence reports and briefings for senior management and academic departments • Implement continuous improvement strategies based on performance data and market insights • Develop forecasting models for future recruitment trends and opportunities | 20% |
| 4 | Operational Excellence and Innovation <ul style="list-style-type: none"> • Develop region-specific recruitment initiatives that differentiate the University from competitors • Organise and lead recruitment visits, tours, and events in assigned regions • Engage with digital platforms and emerging technologies to enhance recruitment strategies • Collaborate with student support services to enhance the international student experience • Ensure compliance with relevant immigration policies, data protection regulations, and ethical recruitment practices • Deputise for the Deputy Director (Student Recruitment) as required • Travel overseas for approximately 8 weeks per year to support the University's student recruitment agenda. | 20% |

Person specification

| | Essential | Desirable |
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| Skills | <ul style="list-style-type: none"> ▪ Strategic planning and implementation skills ▪ Excellent leadership and people management abilities ▪ Strong analytical and problem-solving skills ▪ Outstanding communication and presentation skills ▪ Sales, negotiation and relationship-building expertise ▪ Budget management and financial planning skills ▪ Ability to work effectively across cultures and international contexts ▪ Excellent project management capabilities ▪ Proficient at public speaking | <ul style="list-style-type: none"> ▪ Digital marketing knowledge ▪ CRM system expertise ▪ Data visualisation skills ▪ Foreign language skills |
| Knowledge and experience | <ul style="list-style-type: none"> ▪ Significant experience in international student recruitment and partnership management, preferably within higher education ▪ Proven track record of meeting or exceeding recruitment targets ▪ Experience working within the allocated regions for the purpose of international recruitment ▪ Experience managing and developing teams and dealing with underperformance ▪ Understanding of international student trends, visa regulations, and market drivers ▪ Experience with agent management and partnership development | <ul style="list-style-type: none"> ▪ Experience working within a Russell Group or similar research-intensive university ▪ Knowledge of the UK higher education sector and regulatory environment ▪ Understanding of specific regional education systems in target markets ▪ Experience developing digital recruitment strategies ▪ Familiarity with negotiating commercial contracts with external stakeholders |
| Qualifications, certification and training (relevant to role) | <ul style="list-style-type: none"> ▪ Bachelor's degree or equivalent ▪ Evidence of continuing professional development relevant to role | <ul style="list-style-type: none"> ▪ Master's degree or higher qualification ▪ Management qualification ▪ International education or marketing qualification |
| Statutory, legal or special requirements | <ul style="list-style-type: none"> ▪ Undertake approximately 8 weeks travel per year for the purpose of International Recruitment and Partnership development ▪ Willingness to work flexible hours to accommodate international time zones ▪ Right to work in the UK | <ul style="list-style-type: none"> ▪ Experience navigating international legal frameworks related to education |

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| | <ul style="list-style-type: none">▪ Satisfactory enhanced disclosure from the Disclosure and Barring Service | |
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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:

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| 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. |

Person specification

