



Job title	International Recruitment Manager	Job family and level	Administrative, Professional and Managerial Level 4
School/ Department	Student Recruitment, External Relations	Location	Hybrid - Jubilee Campus

Purpose of role

To develop and implement effective international student recruitment strategies for the University of Nottingham to achieve ambitious recruitment targets and enhance the University's reputation and market position. The role holder will work closely with the Regional Head of International Student Recruitment for their specified region to build and maintain key stakeholder relationships, support and deliver recruitment initiatives, and provide market intelligence. This role will contribute to the University's international growth objectives while ensuring exceptional customer and stakeholder experiences throughout the recruitment journey.

Whilst the role will be allocated to one of the regional teams, there is expectation that International Recruitment Managers are willing to cover activity in other regions if scheduling of activity requires this to meet business needs. International Recruitment Managers must be willing to travel to any of the University priority recruitment markets and can expect to spend approximately 12 – 14 weeks overseas each year.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	Recruitment Strategy Implementation <ul style="list-style-type: none">Implement comprehensive sales and recruitment strategies for assigned countries within the Regional team you are assigned toManage and nurture relationships with key stakeholders including recruitment agents, educational counsellors, alumni, and schoolsAnalyse regional market trends, competitor activities, and in-country developments to inform sales and recruitment activitiesContribute to the development of specific regional sales and recruitment plans aligned with University targetsSupport the Regional Head of International Recruitment in managing recruitment budgets for the regionMonitor performance against targets and adapt recruitment activities accordingly	35%
2	Market Development and Relationship Management <ul style="list-style-type: none">Identify and develop new recruitment channels and partnerships within assigned countries	25%

	<ul style="list-style-type: none"> ▪ Represent the University at education fairs, exhibitions, and recruitment events, both online and overseas ▪ Deliver presentations and conduct meetings with prospective students and influencers ▪ Build and maintain relationships with school counsellors, careers advisors, agents, sponsors and other key influencers ▪ Support the Regional Head of International Recruitment in managing relationships with government sponsors and embassies ▪ Develop and deliver training for recruitment agents and partners ▪ Deputise for the Regional Head of International Recruitment as appropriate 	
3	Conversion and Candidate Experience <ul style="list-style-type: none"> ▪ Provide timely and accurate information to prospective students and their influencers ▪ Develop and implement conversion campaigns in collaboration with Marketing and Digital teams ▪ Support the pre-departure and arrival experience for incoming students ▪ Contribute to the development of region-specific marketing and communication materials ▪ Support visa and immigration processes for applicants as needed 	20%
4	Reporting and Analysis <ul style="list-style-type: none"> ▪ Collect and analyse data on recruitment performance, market trends, and competitor activities ▪ Prepare regular reports and updates for the Regional Head of International Recruitment and wider department ▪ Maintain accurate records of recruitment activities and stakeholder interactions ▪ Evaluate the effectiveness of recruitment initiatives and recommend improvements ▪ Contribute to the development of forecasting models for future recruitment trends 	15%
5	Cross-Departmental Collaboration <ul style="list-style-type: none"> ▪ Collaborate with academic schools, faculties and other professional services to support recruitment initiatives ▪ Work with the admissions teams to ensure efficient and effective processing of applications ▪ Liaise with student support services to enhance the international student experience ▪ Support the development and implementation of initiatives relating to international recruitment including scholarships, sponsor relations and the appointment of agents ▪ Contribute to wider departmental and university initiatives as required 	5%

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Excellent communication and presentation skills ▪ Strong relationship-building and networking abilities ▪ Analytical and problem-solving capabilities ▪ Strong sales and negotiation skills with a commercial focus ▪ Project management and organisational skills ▪ Public speaking and presentation design ▪ Ability to work effectively across cultures and international contexts ▪ Cultural intelligence and adaptability ▪ Time management and ability to prioritise competing demands ▪ Proficient use of Microsoft Office and data driven systems (e.g. CRM / admissions) 	<ul style="list-style-type: none"> ▪ Foreign language skills (highly desirable) ▪ Digital marketing knowledge ▪ Data visualisation and analysis skills ▪ Event management experience
Knowledge and experience	<ul style="list-style-type: none"> ▪ Experience in international student recruitment or similar sales/marketing role ▪ Knowledge of higher education systems in the allocated region ▪ Understanding of international student recruitment cycles and processes ▪ Experience managing recruitment events or activities ▪ Knowledge of the UK higher education sector ▪ Knowledge of visa and immigration processes for international students ▪ Experience working with agents or other recruitment partners to meet targets ▪ Strong understanding of student decision-making factors and conversion strategies 	<ul style="list-style-type: none"> ▪ Experience working within higher education ▪ Experience working in countries within assigned region ▪ Understanding of government sponsorship / scholarship programs ▪ Experience using social media for recruitment purposes ▪ Knowledge of competitor activities in the region ▪ Understanding of academic program structures and admissions requirements
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 ▪ Marketing or international education qualification ▪ Sales or customer relationship training ▪ Cultural awareness training

Statutory, legal or special requirements	<ul style="list-style-type: none"> ▪ Undertake approximately 12 - 14 weeks travel per year for recruitment activities ▪ Understanding of ethical recruitment practices ▪ Willingness to work flexible hours to accommodate international time zones and events ▪ Right to work in the UK ▪ Satisfactory enhanced disclosure from the Disclosure and Barring Service 	<ul style="list-style-type: none"> ▪ Experience with data protection regulations ▪ Understanding of ethical recruitment practices
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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:

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

Line manager

Regional Head of
UK-Based
International
Recruitment and
Operations

Role holder

International
Recruitment
Manager

Key stakeholder
relationships

Colleagues

Students

