



# University of East London

## JOB DESCRIPTION

<b>Job Title:</b>	International Student Recruitment Officer – Sub-Saharan Africa
<b>Grade:</b>	D
<b>Service:</b>	External Relations
<b>Responsible to:</b>	Senior Regional Manager
<b>Responsible for:</b>	N/A
<b>Liases with:</b>	Staff within External Relations; staff in Schools and Services, external agents and partners.

## INSTITUTION

Following the appointment of Vice-Chancellor & President, Professor Amanda Broderick, the university has committed to a mission to advance Industry 4.0 careers and lives, where we expand mental wealth, create careers, build business and connect communities in East London and beyond through our global gateway. A transformational strategic route-map was launched in early 2019 plotting our course to become the pioneering Careers-led University for a changing world, where the future of learning and work is advanced today, and potential is realised wherever and whenever it is found.

## DEPARTMENT

We have some exciting opportunities at the University of East London. We are building an external relations directorate that will look to bring an integrated Communications & Engagement and Student Recruitment & Marketing service. We have and will have a number of vacancies coming across the various teams of Communications, Marketing, Recruitment, Design and Digital, Events and Engagement. We are looking for team members who will be part of embedding an innovative practice to our external relations and enjoy working in an agile environment as we try and work towards a culture of the 'continuous new'. This is an exciting opportunity as we look at a corporate rebrand of Vision 2028 that is preparing our students communities for the skills required in Industry 4.0 and the world of AI.

## JOB PURPOSE:

The post holder is responsible for implementing the University's international recruitment activity within a portfolio of countries (Sub-Saharan Africa). Included in

this is to develop regional expertise and to take responsibility for the overall development of the allocated regional market.

To work as a member of the international student recruitment team within the International Office under the direction of the Head of International Student Recruitment to deliver the international strategy and targets in relation to international student recruitment.

The post holder will be required to represent the University in overseas markets and may need to cover other secondary markets as directed by the Head of International Student Recruitment.

### **MAIN DUTIES AND RESPONSIBILITIES:**

Under the direction of and with support from the Senior Regional Manager, your duties will be:

1. To recruit suitably qualified international students from priority markets to annually agreed targets.
2. To support, manage, plan and undertake recruitment missions that will include recruitment fairs, schools and college visits, alumni events and other events leading to successful student recruitment.
3. To represent the University and be the first point of contact for the allocated markets.
4. To undertake appropriate follow-up work arising from missions, working with colleagues to ensure the missions are successful.
5. To develop, under the direction of the Head of International Student Recruitment and Senior Regional Manager, agent networks.
6. To liaise and work closely with academic and service staff at UEL who are going abroad or can contribute to the international student recruitment function and mission.
7. To support and inform the marketing around the assigned market in terms of best practices for student recruitment including the circulation of marketing materials as appropriate.
8. Contribute to the development of market analyses, budgets and strategies for assigned markets.

9. Proactively identify and develop new channels/methodologies and local country initiatives to market the University to under the direction of the Senior Regional Manager.
10. To make decisions on applications and provide support to the admissions, enrolment and student support and compliance teams within UEL.
11. Prepare schedules and intelligence reports and recommendations after recruitment missions.
12. To support the Head of International Student Recruitment and Senior Regional Manager in developing and building relationships with the British Council, Embassies and other relevant offices.
13. To develop a good knowledge of the University's course portfolio and of entry requirements into priority markets.
14. Other duties that may be seen as being within the scope of this position

## **PERSON SPECIFICATION**

### **EDUCATION QUALIFICATIONS AND ACHIEVEMENTS:**

#### **Essential criteria**

- Educated to degree level or equivalent (C)
- Excellent verbal and written English skills (A/I)

#### **Desirable**

- Marketing and Sales qualification (C)

### **KNOWLEDGE AND EXPERIENCE:**

#### **Essential criteria**

- Experience in Marketing and/or Sales (A/I/P)
- Knowledge of the UK Higher Education system (A/I)
- Knowledge of UK immigration issues relating to overseas students (I)
- Knowledge and understanding of cultural differences and how to manage these within allocated markets (I)
- Knowledge and understanding of the needs of international students from allocated markets (I)

#### **Desirable**

- Experience in recruitment of international students. (A/I)
- Experience of managing exhibitions and other recruitment events (A/I)
- Ability to identify valuable business opportunities (I)

### **PLANNING AND ORGANISING:**

#### **Essential criteria**

- Experience of planning, prioritising and organising work on a daily, weekly or monthly basis, whilst ensuring the effective use of resources and delivering to tight deadlines (A/I)

## **INITIATIVE AND PROBLEM SOLVING:**

### **Essential criteria**

- Experience of using initiative and creativity to resolve problems, that may be predictable but not routine, identifying practical and suitable solutions (I)

## **COMMUNICATION:**

### **Essential criteria**

- Excellent written and oral communication skills including the ability to negotiate and adjust information that needs careful explanation or interpretation to suit the needs of different audiences. (I/P)
- Ability to communicate with tact and diplomacy on behalf of the University (I)

## **OTHER ESSENTIAL CRITERIA:**

- Ability to undertake extensive overseas travel likely to be in the region of 12 weeks a year (A/I)
- Ability to work non-standard office hours including weekends particularly while abroad (A/I)
- High level of attention to detail (P/I)
- Ability to be pro-active, prioritising tasks and working independently (A/I)
- Ability to work as part of a wider team (I)
- Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment. (A/I)

### ***Criteria tested by Key:***

*A = Application form*

*P = Presentation*

*C = Certification*

*R = Research papers*

*I = Interview*

*T = Test*