

**JOB DESCRIPTION**

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| **Job Title** | Associate Director (Rest of the World Markets) |
| **Service** | External Relations Directorate |
| **Grade and Salary Range** | Grade I |
| **Location** | Multi-site: Docklands/Stratford |
| **Reporting to** | Director of Recruitment and Admissions |
| **Responsible for** | Deputy Head of Conversion & Operations, Associate Regional Director, Regional Team (ROW) |
| **Liaison with** | Director of Recruitment and Admissions Senior Internal Stakeholders, External Partners, and Education Agents |
| **Contract type** | Permanent, Full time |

Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**EXTERNAL RELATIONS DIRECTORATE**

We have built an External Relations Directorate that has brought together an integrated

Communications & Engagement and Student Recruitment & Marketing service. The

Directorate is made up of several teams including Communications & Engagement,

Marketing, Recruitment and Conversion, Outreach and Access, Design and Digital, Events

and Advancement and the International Office. We are looking for team members who will be part of embedding an innovative practice to our External Relations Directorate and enjoy

working in an agile environment as we work towards a culture of the ‘continuous new’.

We are looking for team members who will be part of embedding an innovative practice and a digital first mindset within our External Relations Directorate. We seek individuals who not only enjoy working in an agile environment but also demonstrate a willingness to embrace new technology and transformational change. Together, we aim to cultivate a culture of 'continuous new', staying updated with emerging technologies and best practice across the sector.

**JOB PURPOSE**

University of East London is developing a new approach to student recruitment to achieve stretching student recruitment and diversification targets, while establishing strategies that position UEL as a leading local, national and international recruiter.

The post holder will be responsible for leading UEL’s recruitment function for the assigned region, deploying sector leading intelligence driven sales strategies and tactical interventions across sales channels.

They will define and develop multiple designated source markets to achieve stretching recruitment targets and KPIs relating to growth, volume, conversion and diversification. This includes:

* Working in support of the Director of Recruitment and Admissions to develop and

execute a sector-leading regional sales strategy and all associated tactical plans and

initiatives.

* Responsibility for the achievement of stretching growth targets across the UEL portfolio in the region.
* Leading and developing a team of high-performing sales professionals.
* Tracking sales performance and activity to ensure delivery of targets and addressing

performance gaps.

* Partnering with the sales leadership, admissions, compliance, and marketing teams to

facilitate exceptional recruitment sales success.

* Responsibility for the day-to-day management and operation of the regional sales

team.

* Managing regional budget, ensuring return on investment and compliance with UEL

practice in this area.

Beyond the principal aim of driving sales within a large region, the post holder will play a broader role in developing and disseminating best practice relating to student recruitment

whilst evidencing sector leading strategic stakeholder engagement, senior account management, exceptional customer service and inspirational people leadership.

The post holder is required to represent UEL autonomously and will often be the face of the

organisation in market.

**KEY DUTIES AND RESPONSIBILITIES**

The following are the main accountabilities for the job. This list is non-exhaustive and other duties commensurate with the grading of the job, may also be assigned to suit as the University needs require.

* Responsibility for student recruitment activity across the UEL portfolio with

accountability for the achievement of KPIs and annual student recruitment targets for

the region. This includes the regional team achieving growth and diversification targets

in addition to agreed KPIs including those related to agent management, productivity,

conversion and enrolment.

* Responsibility for delivering against sales targets for the region, in line with institutional

objectives. Responsibility for developing, executing and evaluating regional strategies and plans to deliver growth in accordance with the UEL’s Strategic plan, which will include the formulation and implementation of interventions to enhance performance in terms of securing existing and new markets, channels and recruitment pipelines and managing risk.

* Contributing to the development of UEL’s recruitment and admission procedures as

‘best in class by implementing best practice and continual improvement techniques to

enhance the institution’s position in the student recruitment market.

* Directly accountable for regional student recruitment networks and sales channels to

achieve or exceed student recruitment targets, through effective leadership of staff and

by personally leading on key strategic accounts.

* Reporting on all aspects of regional sales and funnel performance including

enrolments, projections and recommendations for improvements using established

business intelligence platforms.

* Collaborating with the Director Recruitment and Admissions, and senior colleagues

across External Relations, on the regional requirements for marketing and PR

strategies, including marketing campaigns, digital plans and social media activity to

achieve recruitment targets.

* Support the creation and deployment of appropriate sales and learning content, tools,

and practices to support the sales team, ensuring regional context and requirements

are taken into consideration.

* Monitoring and reporting on sales performance and activity, to deliver sector leading

approaches, techniques and philosophies which maximise conversion from point of

enquiry to new student enrolments.

* Identify performance and knowledge gaps within the regional sales team, deliver and

evaluate plans to address those gaps.

* Responsibility for the efficient and effective leadership and development of the regional

team to ensure achievement of regional targets, UEL strategic goals and deliver

exceptional service to students and stakeholders.

* Responsibility for identifying the budgetary requirements of the team and manage

delivery of objectives/targets within agreed budget including associated reporting.

* Undertaking national and international travel as and when necessary, in support of the

work of External Relations and the achievement of regional recruitment targets.

* Additionally, to provide supervision and support for colleagues travelling overseas.
* Developing and maintaining strong and effective links with all stakeholders to provide

market insight and recruitment support which will influence activity to enable them to

achieve their international recruitment goals.

* Representing UEL at meetings, conferences and external events as required.
* Deputise for the Director of Recruitment and Admissions as and when required.

**PERSON SPECIFICATION**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* Experienced sales leader with a demonstrated ability to develop and implement

recruitment strategies and set sales.

* Extensive experience managing international student recruitment teams and meeting

key performance indicators with the proven ability to set targets and operationalise

activities.

* Results orientated with a track record of achieving targets with effective team

collaboration.

* Exceptional written and verbal communication skills, with proven experience in drafting strategic reports for university stakeholders.
* In depth knowledge of the International Higher Education landscape and International

Student Recruitment practices.

* Highly skilled at engaging with a wide range of audiences, including senior leadership

and Board members.

* Strong interpersonal, negotiation, presentation, and communication skills.
* Effective team player, capable of performing under pressure and meeting ambitious

deadlines.

* Strong organisational and planning skills.
* Must be willing to travel extensively throughout the region to deliver objectives.
* Flexibility with working hours including working over weekends when required.
* Commitment to and understanding of equal opportunities issues within a diverse and

multicultural environment.

* Knowledge of Power BI and experience working with developed CRM systems.
* Ability to make data driven decisions to mobilise tactics that will meet / exceed new

student enrolment numbers for the region.

**Desirable**

* Knowledge of UK immigration and compliance regulations relating to overseas

students.

* Experience developing marketing campaigns to support international recruitment

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

* Bachelor’s Degree or equivalent work experience in International Student Recruitment Leadership

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.