### JOB DESCRIPTION

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>International Student Recruitment Regional Manager</th>
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<tr>
<td><strong>Department / Unit:</strong></td>
<td>Marketing and Communications</td>
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<tr>
<td><strong>Grade:</strong></td>
<td>7</td>
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<td><strong>Accountable to:</strong></td>
<td>Head of International Student Recruitment</td>
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### Purpose of the Post

The International Student Recruitment team is responsible for developing and implementing effective programmes that promote the reputation of Royal Holloway in identified international markets. In doing so, it seeks to maximise the number of international applications received from those markets and support the conversion of those applicants to enrolled students.

International Student Recruitment Managers are expected to undertake a considerable amount of travel, both in the UK and internationally, and so should expect to travel abroad for approximately 12 weeks per year.

### Job Purpose

To lead the planning and implementation of marketing and recruitment activities in identified international markets in order to maximise the number of applications received from those markets and support the conversion of those applicants to enrolled students. As part of an integrated team, International Student Recruitment Regional Managers will contribute to the wider range of marketing and communications activities undertaken by Royal Holloway in support of student recruitment.

### Key Tasks

#### Duties and responsibilities of the post

1. Develop and deliver student recruitment plans that grow the reputation of Royal Holloway and raise the awareness of opportunities to study at the university within identified markets and environments, ensuring alignment with the wider institutional and marketing and communications strategy.

2. In addition to face to face outreach, champion a digital approach to activity planning and execution, ensuring all content is appropriately targeted, impactful and engaging.

3. Support content creation and manage engagement activities as appropriate, including, but not limited to; webinars, Virtual Open Days, online pre-departure briefings and social media initiatives.
4. Reviewing the effectiveness of individual recruitment activities on an ongoing basis in line with set evaluation processes and criteria. Make recommendations for and implement agreed changes to ensure maximum impact and value for money, demonstrating the return on investment for all the recruitment activities undertaken on behalf of Royal Holloway.

5. Develop, grow and maintain effective working relationships and networks with key individuals externally and internally and within higher education generally in the UK and in the identified markets. Externally this includes, but is not limited to; managing a network of educational agents within the assigned target markets, developing and fostering an effective network of contacts in schools, further education and other learning environments, among funding bodies and their representatives, with relevant representatives of HMG locally and in markets and, in consultation with other teams across the university, among Royal Holloway alumni and in partner institutions, in order to support recruitment activities.

6. In addition to ongoing management and support, be responsible for the recruitment and selection of educational agents, including performance monitoring, training and termination as necessary.

7. Through day to day contact with stakeholders in markets, be recognised by colleagues across the university as a subject matter expert on identified markets, including on international qualifications, the international student application process, market cultures, trends, expectations, segmentation, new opportunities etc.

8. Be proactive in gathering data and sharing data and insights to colleagues across the university in a systematic way that supports Royal Holloway's international strategy development.

9. Lead the development and delivery of appropriate marketing and communications materials and content, ensuring they are specific to market. This includes, but is not limited to; presentations, printed literature and digital content.

10. Ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment.

11. Work in partnership with colleagues across Marketing and Communication to lead or participate in project teams that support agreed campaigns.

12. Be responsible for ensuring assigned web content or content associated with the identified markets or stakeholders is robustly managed according to website governance models. Work in partnership with the Digital and Recruitment Campaigns teams to identify and action as agreed innovations and new content which will enhance the role the website plays in strengthening the university's reputation and supporting its growth ambition.

13. Ensure activities are delivered on time and in accordance with the agreed budget.

14. With the support of the wider International Student Recruitment team be responsible for the administration and logistics associated with travel, such as individual transport arrangements, subsistence, freight etc.

15. Assist with the planning and delivery of on-campus recruitment events such as Open Days and Applicant Visitor Days. Where activities and events take place out-of-hours, TOIL is available, in accordance with the College TOIL policy.

16. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and NSS survey completion.
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<th><strong>17.</strong> Any other duties as required by the line manager, Assistant Directors or Director that are commensurate with the grade.</th>
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**Other Duties**

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.