JOB DESCRIPTION

Job Title: International Student Recruitment Coordinator

Department / Unit: Marketing and Communications

Job type: Permanent

Grade: 5

Accountable to: Head of International Student Recruitment

Accountable for: N/A

Purpose of the Post

The post holder will work to provide administrative support to the team of International Student Recruitment Regional Managers and Heads of International Student Recruitment in their activities and will take ownership of a number of internal processes.

They will support the activities of the International Student Recruitment (ISR) team, gather and analyse data from a variety of sources to inform the work of the team, and help with the organisation of recruitment events.

Key Tasks

1. Taking responsibility for specific logistical arrangements relating to international student recruitment visits including the processes for delivering freight and making travel arrangements for the ISR team.

2. Providing support to stakeholders in student recruitment (including potential students, parents, schools and educational agents) through monitoring shared inboxes and ensuring prompt and accurate responses to queries or referring questions as appropriate.

3. Supporting the programme of online international student recruitment and conversion activities together with Recruitment Campaigns.

4. Assisting with coordinating the production of international marketing materials, together with Marketing, ensuring these are updated, relevant and that sufficient supplies are available for international recruitment activities.
5. Managing the work of internationally focussed Student Ambassadors who are responsible for the implementation of the international freight processes and other tasks supporting international student recruitment activities.

6. Updating databases of key contacts for international student recruitment such as Agents, Schools and other international institutions.

7. Analysing complex data sets relating to enquiries and applications to Royal Holloway and providing headline analysis to inform market planning, student recruitment initiatives and strategic decision making.

8. Undertaking wider market research including research into competitor institutions’ recruitment activities.

9. Maintaining and contributing to the development of specific webpages and relating to international student recruitment.

10. Undertaking occasional recruitment activities, where appropriate, including providing cover for international student recruitment activities.

11. Assisting with the arrangement of incoming campus visits and having meetings with potential students, their parents, school counsellors and agents.

12. Developing and inputting on new wider initiatives to promote Royal Holloway to potential students and their advisors.

13. Provide administrative support to the Heads of International Student Recruitment as required.

14. Provide support to the International Student Recruitment Regional Managers by replying to enquiries from prospective international students, assisting with conversion activities, etc.

15. Support key internal events such as Open Days, Applicant Visit Days, Virtual Applicant Visit Days and any other College events organised by Marketing and Communications.

16. Provide administrative and logistical support for events such as Agents conference or high level visits.

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.

Internal and external relationships
The following list is not exhaustive but the post holder will be required to liaise with:

- Academic departments
- Admissions and Applicant Services
- Alumni and Development
- Marketing
- Public Relations
- Recruitment Campaigns Team
- Strategic Planning & Change
- Data Management
- UK Student Recruitment (Education)
- UK Student Recruitment (Events)
- British Council offices
- Education agents
- Government sponsors
- Her Majesty’s Government representatives in market
- International school counsellors
- International university officers
- Prospective international students and their parents