JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>International Student Recruitment Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
</tr>
<tr>
<td>Grade:</td>
<td>RHUL 6</td>
</tr>
<tr>
<td>Accountable to:</td>
<td>Regional Manager</td>
</tr>
</tbody>
</table>

**Purpose of the Post**

The role sits within the International Student Recruitment (ISR) team, in the Marketing and Communications Directorate. The purpose of the post is to assist the ISR team with the planning and implementation of student recruitment and marketing activities in identified international markets for Undergraduate and Postgraduate programmes at Royal Holloway, University of London. The role will assist in maximising the number of applications received from target markets and support the conversion of those applicants to enrolled students whilst ensuring excellent customer service. As such the post holder must display very good communication skills with the ability to liaise with diverse stakeholders.

**Key Tasks**

1. Work with the Regional Manager/s and Heads to deliver the International Market plans to grow the reputation of Royal Holloway and raise the awareness of opportunities to study at the university within identified markets and environments, ensuring the recruitment of the target number of overseas undergraduate and postgraduate students. Ensure activities are delivered on time and in accordance with the set budget.

2. Regularly represent Royal Holloway at a variety of international outreach activities both in the UK and overseas including exhibitions and fairs, presentations and one to one meetings with potential students, agents, school counsellors and other stakeholders.

3. Engage a digital approach to recruitment where appropriate ensuring all content is appropriately targeted, impactful and engaging. Work with the colleagues within Marketing and Communications to set up and manage agreed digital activities, including, but not limited to; webinars, Online Open Days, online pre-departure briefings and social media initiatives.

4. Reviewing the effectiveness of individual recruitment activities on an on-going basis in line with set evaluation processes and criteria. Make recommendations to Regional Manager/s and Head/s for improvements to ensure maximum impact and value for money.

5. Develop and maintain effective working relationships and networks with key individuals internally, throughout the university, and externally, in the identified markets. Externally this includes; working with a network of educational agents within the assigned target markets, developing and fostering an effective network of contacts in schools and other learning environments, and, in consultation with other teams across
the university, among Royal Holloway alumni and in partner institutions, in order to support recruitment activities.

6. Provide support for the agent selection and appointment process in line with Royal Holloway's Agent Management and Appointment procedure. Train the agents on Royal Holloway's application systems and course offering and answer admissions related enquiries to grow the number of applications.

7. Manage and run incoming visits to the university from potential students and their parents, agents, school visits, etc.

8. Monitor available relevant data sources related to the target markets and be proactive in gathering and sharing data and insights to colleagues across the ISR team and beyond as required.

9. Assist colleagues in the Marketing team with the development and delivery of appropriate marketing and communications materials and content, ensuring they are up to date and relevant. This includes, but is not limited to, presentations, printed literature and digital content.

10. Work in partnership with colleagues across Marketing and Communications including Admissions, International Student Support, Alumni and Development, etc., to participate in project teams that support agreed campaigns or activities.

11. Be responsible for ensuring assigned web content or content associated with the identified markets or stakeholders is up to date and managed according to website governance models.

12. 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., and, on occasions, as necessary, assist with the organisation of colleagues' trips.

13. Assist with the planning and delivery of on-campus recruitment events such as Open Days and Applicant Visit Days. The post holder will also be expected to be available to work in support of wider Marketing and Communications and College activities such as Confirmation and Clearing period.

14. Provide support for College priorities such as, but not limited to, International Student Welcome events, Graduation and NSS survey completion.

15. Any other duties as required by the line manager, Regional Managers, Heads or Director that are commensurate with the grade.

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 their manager.

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

International Student Recruitment Officers are expected to undertake a considerable amount of travel, both in the UK and internationally, and so should expect to travel for
approximately 12 weeks per year. Where activities and events take place out of hours, TOIL is available in accordance with the International Student Recruitment team’s TOIL policy.

### 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
- International Student Support
- Marketing
- Public Relations
- Recruitment Campaigns Team
- Alumni and Development
- Digital team
- Strategic Planning & Change
- UK Student Recruitment (Education)
- UK Student Recruitment (Events)
- Prospective international students and their parents
- British Council offices
- Education agents
- Government sponsors
- Her Majesty’s Government representatives in market
- School counsellors
- International university officers