

JOB DESCRIPTION

Job Title:	International Student Recruitment Regional Manager (China)
Department / Unit:	Marketing and Communications
Job type	Permanent
Grade:	RHUL 7
Accountable to:	Head of International Student Recruitment
Accountable for:	International Student Recruitment Officer (China)
Purpose of the Post	
<p>To lead 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 aim to maximise the number of applications received from those markets and support the conversion of those applicants to enrolled students whilst developing effective systems to improve quality, diversity and ensure excellent customer service.</p>	
Key Tasks	
<ol style="list-style-type: none"> 1. Develop and deliver Undergraduate and Postgraduate 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. Ensure activities are delivered on time and in accordance with the agreed budget. 2. In addition to a significant amount of face to face outreach with potential students and other stakeholders, champion a digital approach to activity planning and execution, ensuring all content is appropriately targeted, impactful and engaging. 3. Responsible for planning and overseeing the delivery of marketing and recruitment strategies through the College's in-country representatives in market to incentivise growth in applications and improve conversion. 4. 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. 5. Reviewing the effectiveness of individual recruitment activities on an on-going 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 recruitment activities. 6. Develop, grow and maintain effective working relationships and networks with key individuals internally and externally, and related to higher education 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 Her Majesty's Government 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.

7. In addition to on-going management and support, be responsible for the recruitment and selection of educational agents, including performance monitoring, training and termination as necessary.
8. 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.
9. Be proactive in gathering and sharing data and insights to colleagues across the university in a systematic way that supports Royal Holloway's international strategy development.
10. 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. The role holder should ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment.
11. Work together with academic departments and faculty marketing managers to maximise recruitment of Undergraduate and Postgraduate international students advising on trends and feedback intelligence from a particular set of markets.
12. Work in partnership with colleagues across Marketing and Communication including Admissions or other areas of the university including International Student Support, Alumni and Development, etc., to lead or participate in project teams that support agreed campaigns or activities.
13. 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.
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. 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.
16. Volunteer time during the working day to support College priorities such as, but not limited to, International Student Welcome events, Graduation and NSS survey completion.
17. Any other duties as required by the line manager, Assistant Directors or Director that are commensurate with the grade.
18. 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 for approximately 12 weeks per year.

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:

- Schools and academic departments
- Admissions and Applicant Services
- International Student Support
- Digital Communications
- Marketing
- Public Relations
- Marketing Campaigns
- External Relationships
- 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
- International school counsellors
- International university officers