

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

Job Title: International Student Recruitment Regional Manager (China) **Department:** Marketing and Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training			
Degree or equivalent qualification	X		Application form
Marketing qualification		X	Application form
Skills and Abilities			
Excellent written and oral communication skills	X		Application form / Interview /Test
Ability to build strong working relationships with internal and external stakeholders at all levels and across different cultures	X		Interview
A proactive, energetic, customer-focused and results driven approach	X		Application / Interview
Excellent interpersonal skills and confidence to work independently and be a credible representative of the university in the UK and internationally	X		Application form / Interview/Test
Ability to work under pressure, to tight deadlines and within agreed budgets	X		Application form / Interview
Highly organised with excellent attention to detail	X		Application form / Test
Team player, willing to work within a flexible structure	X		Interview
Project management experience or qualification		X	Application form
Ability to speak another language		X	Application form
Experience			
Interest in the higher education sector and student recruitment	X		Interview
Experience of Undergraduate and Postgraduate student recruitment in the UK, EU or internationally	X		Application form / Interview
Experience of organising and delivering events for a wide range of audiences	X		Application form / Interview
Evidence of being able gather and analyse data to produce insightful and factual reports	X		Application form / Interview
Evidence of being able to develop and deliver marketing and communications strategies which deliver against agreed outcomes / targets	X		Application form / Interview / Test

Demonstrable experience of budget planning and forecasting and managing actual expenditure within a strict framework	X		Application form / Interview
Experience in working with student recruitment agents and private education providers in higher education to grow student numbers	X		Application form / Interview / Test
Proven experience of effectively using digital platforms to support international student recruitment	X		Application form / Interview / Test
Experience of working overseas		X	Application form
Other requirements			
Willingness to work unsocial hours (evenings and weekends)	X		Application form / Interview
Willingness and ability to travel extensively in the UK and internationally for extended periods of time and outside of normal working hours when required	X		Application form / Interview