# JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>International Business Development Manager</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>International Business Development, Marketing and Communications</td>
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<tr>
<td>Job type</td>
<td>Permanent</td>
</tr>
<tr>
<td>Grade:</td>
<td>7</td>
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<tr>
<td>Accountable to:</td>
<td>Deputy Director, International Business Development</td>
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<tr>
<td>Accountable for:</td>
<td>N/A</td>
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## Purpose of the Post

Royal Holloway has recently launched its new 3 Year Strategic Plan (3YSP), one pillar of which focuses on International Partnerships with an ambition to drive additional international students recruitment. The small International Business Development (IBD) function, sits within the wider RH Student Recruitment team. The IBD Manager will be joining the IBD Deputy Director to progress several key elements of the International Partnership pillar of the 3YSP.

## Key Tasks

1. Support the relationship with our key strategic pathway partner, Study Group, including involvement in the expansion of the International Study Centre (ISC) programmes, ongoing relationship management with the ISC team and the related liaison with RH departments to ensure the smooth running and success of the partnership, ultimately resulting in the recruitment of target numbers of international students to RH programmes.

2. Develop, grow and maintain excellent and effective working relationships and networks with key individuals externally including, but not limited to, the wide range of partners of RH, including Study Group, University of London, UoL Teaching Centres, British Council, partnership services providers, etc.

3. Forge relationships and work closely with key internal contacts from the academic Schools and departments and other areas of the College to facilitate engagement in IBD projects and to maximise the recruitment of international students on to RH programmes.

4. Lead, or participate in, project teams and working groups, collaborating with colleagues across the university and at partner institutions as required.

5. Ensure close and accurate management of any relevant budgets including the ability to negotiate on costs with outside providers, where appropriate.
6. Source data and carry out research for use in decision-making, reports and business cases. Write, and contribute to, reports and other written communications as required.

7. Work with the Marketing teams from RH and partners and with other areas of RH to develop appropriate on and offline content and material for promoting the programmes of the partnership and ensure materials are checked by the necessary stakeholders, and approved as per stated deadlines.

8. Identify and maximise opportunities for growing international student recruitment on to RH programmes and strengthening RH’s partnerships through innovation of activities and ways of operating, etc.

9. Manage the arrangements for virtual and face to face partner engagements and assist with the hosting of the event as required. Arrangements are likely to include coordinating between the partner and members of the Senior Leadership team, colleagues from academic areas and professional services, agenda setting and liaison with Student Recruitment Team Administrator (for on campus events).

10. Manage any scholarship scheme for students applying from strategic international partners including leading the promotion of the scheme and carrying out the short-listing of applicants.

11. Champion the work of IBD and raise the profile of the individual partnerships throughout the College by providing updates on progress and initiatives to Schools, Departments, Internal Communications, etc. Work with the Deputy Director, IBD, to gather data, analyse and review activities of the College’s partnerships and report back on the success of individual initiatives. Make recommendations for and implement agreed changes to ensure maximum impact and value for money/resource, demonstrating the return on investment for all activities.

12. Coordinate internal and external stakeholders to schedule meetings, gather contributions to papers and business cases and to ensure collaborative projects are delivered on time.

13. Work closely with the wider Marketing & Communications, particularly International Student Recruitment, Marketing, Digital and Communications teams to ensure highlight the progress of the IBD and to keep them informed of upcoming requirements.

14. Attend and sometimes be the sole representative of IBD at various committees and working groups, sometimes carrying out secretarial duties for these groups.

15. Assist with the delivery of on-campus recruitment events such as RH ISC International Student Welcome events, Open Days and Graduation and be available to work in support of wider Marketing and Communications and College activities such as Confirmation and Clearing period.

16. Deputise for the Deputy Director at meetings and on projects and carry out any other duties as required by the Deputy Director or Director that are commensurate with the grade.
At times, the IBD Manager may need to travel for work both in the UK and internationally but this will not be a considerable aspect of the role.

**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:

**Internal**
- International Student Recruitment
- Academic departments
- Marketing
- Admissions and Applicant Services
- International Student Support
- Digital Communications
- Strategic Planning & Change
- Public Relations
- Recruitment Campaigns Team
- UK Student Recruitment (Events)
- CeDAS

**External**
- Study Group and the International Study Centre (ISC)
- University of London Worldwide and overseas teaching centres
- Overseas partner universities
- British Council offices
- Government sponsors
- Prospective international students and their parents
- Education agents