JOB DESCRIPTION

Job Title: International Student Recruitment Officer

Department / Unit: Marketing and Communications

Grade: RHUL 6

Accountable to: Regional Manager

Accountable for: N/A

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 Head of International Student Recruitment to deliver the international market plans, with cost per acquisition and ROI metrics as a decision-making device.

2. 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 overseas undergraduate and postgraduate students. Ensure activities are delivered on time and in accordance with the set budget.

3. Based on ROI analysis or projection, 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, with school counsellors, (for some markets) agents, and other stakeholders.

4. 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.

5. Work with Media Agencies and Direct Recruitment Activities in order to provide optimum reach and frequency campaigns within markets directed by Senior Leadership and ensure that this activity is planned and delivered to meet ongoing CPA/ROI targets as set within year.
6. Review 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 for improvements to ensure maximum impact and value for money.

7. Develop and maintain effective working relationships and networks with key internal and external stakeholders. Externally this includes; working with the third-party supplier responsible for agent generated recruitment in the majority of markets, developing and fostering an effective network of contacts in schools and other learning environments, working with media agencies and, in consultation with other teams across the university, among Royal Holloway alumni and in partner institutions to support recruitment activities. Some work with educational agents may also be required, particularly in those markets not managed through a third-party supplier.

8. Provide support to advisers working for the third-party supplier responsible for agent recruitment, to ensure effective training, support and management of educational agents. In the small number of markets not managed through a third-party supplier, there may be a need to train agents directly on Royal Holloway's application systems and course offering and to answer admissions related enquiries to grow the number of applications.

9. Organise incoming visits to the university from potential students and their parents, agents, school visits, and other external stakeholders.

10. 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.

11. 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.

12. Work in partnership with colleagues across Marketing and Communications including Admissions, International Student Support, External Relationships, Marketing Campaigns, etc., to 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 up to date and managed according to website governance models.

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

15. 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.

16. Provide support for 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, 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 guidelines.

### 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
- Digital
- External Relationships
- International Student Support
- Marketing group
- Public Relations
- Strategic Planning & Change
- UK Student Recruitment (Education)
- UK Student Recruitment (Events)
- British Council offices
- British Universities International Liaison Association
- Advisers working for the third-party organisation responsible for agent recruitment and for some markets/on request, Education agents
- Government sponsors
- His Majesty’s Government representatives in market
- International university officers
- Prospective international students and their parents
- School counsellors