

JOB DESCRIPTION

Job Title:	International Student Recruitment Regional Manager
Department / Unit:	Department of Marketing and Communications
Job type	Full Time, Permanent, Professional Services
Grade:	RHUL 7
Accountable to:	Head of International Student Recruitment
Accountable for:	International Student Recruitment Officer (where applicable) In country International Officers/Advisors (where applicable)
Purpose of the Post	
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. This will include responsibility for direct recruitment of students to full degree programmes and to articulation/progression pathways as well as close collaboration with representatives from the third-party supplier responsible for the university's agent- generated recruitment in the majority of markets. The role will aim to maximise the number of applications received and support the conversion of applicants to enrolled students whilst developing effective systems to improve quality and diversity and to ensure excellent customer service.	
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, ensuring alignment with the wider institutional and marketing and communications strategy and working with data supplied by external agencies and internal first party analysis, digital media data results. Ensure activities are delivered on time and in accordance with the agreed budget, using Cost Per Acquisition and ROI metrics to evaluate and inform decision-making. 2. Travel within the UK, EU and internationally, based on ROI analysis or projection, to support the development of international student recruitment activities and to represent Royal Holloway at external committees, relevant conferences and professional events. 3. Responsible for planning, overseeing and evaluating marketing and recruitment strategies through the University's in-country representatives in market to incentivise growth in applications and improve conversion. 4. Represent the International Student Recruitment/Global Engagement team on university committees and working groups including being the ISR lead at School Marketing, Recruitment and Admissions group/s and providing necessary data and reporting both to group/s and to Global Engagement team. 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. Support advertising content creation and manage engagement activities as appropriate, including webinars, Virtual Open Days, online pre-departure briefings, school counsellor or agent briefings, and social media initiatives.
7. 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, developing and fostering an effective network of contacts in schools, with media agencies, funding bodies, partner universities and embassies.
8. Provide support to advisers representing the third-party supplier responsible for agent recruitment, to ensure effective training, support and management of educational agents. If not managed through a third-party supplier, recruit, select, performance manage and train agents directly.
9. 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. Proactively identify and signposts potential international partnership opportunities to the Global Partnerships & Business Development team.
10. Lead the development and delivery of appropriate marketing and communications materials and content, ensuring they are specific to market. This includes presentations, web content, 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 schools and marketing managers to maximise recruitment of Undergraduate and Postgraduate international students advising on trends and feedback intelligence from a particular set of markets. Work with academic colleagues to arrange recruitment activities during overseas visits including liaison with overseas contacts, etc.
12. Work in partnership with colleagues across Marketing and Communications including Admissions and Alumni Relations and with other areas of the university including International Student Support to lead or participate in project teams that support agreed campaigns or activities.
13. 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 University TOIL policy. The post holder will also be expected to be available to work in support of wider Marketing and Communications and University activities such as Confirmation and Clearing period.
14. 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 ensuring sustainability considerations are taken into account when arranging travel both in the UK and overseas.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The post holder will be expected to undertake other duties as appropriate and as requested by their manager/Director.

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



PERSON SPECIFICATION

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

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Regional Manager

Department: Marketing and Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training Degree or equivalent experience Marketing qualification	X	X	Application form Application form
Skills and Abilities Excellent written and oral communication skills Ability to build strong working relationships with internal and external stakeholders at all levels and across different cultures A proactive, energetic, customer-focused and results driven approach Ability to work under pressure, to tight deadlines and within agreed budgets Highly organised with excellent attention to detail Project management experience or qualification Ability to speak another language	X X X X X	 X X 	Application form / Interview /Test Interview Application / Interview Application form / Interview Application form / Test Application form Application form
Experience Interest in the higher education sector and student recruitment Experience of Undergraduate and Postgraduate student recruitment in the UK, EU or internationally	 X X	 	 Interview 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 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 third party organisations (e.g. student recruitment agents; 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 occasionally 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	X		Application form / Interview
Demonstrable commitment to equality, diversity and inclusion	X		Application form / Interview