



UNIVERSITY OF  
LINCOLN

## UNIVERSITY OF LINCOLN JOB DESCRIPTION

<b>JOB TITLE</b>	Senior International Officer for South Asia				
<b>DEPARTMENT</b>	International Office				
<b>LOCATION</b>	Brayford Campus				
<b>JOB NUMBER</b>	INT019	<b>GRADE</b>	7	<b>DATE</b>	03/06/2020
<b>REPORTS TO</b>	International Development Manager				

### CONTEXT

The University of Lincoln is seeking to appoint a Senior International Officer who will lead on the University's student recruitment activity across South Asia. The post holder will be sales-driven and target focused, and will be responsible for building and managing a network of International Representatives, educational partners and recruitment channels across the region. This will include a key focus on, but not limited to, India and Bangladesh. The post holder will also be responsible for managing the University of Lincoln's regional office in India.

The successful candidate will be self-motivated and share our passion for education and internationalisation. The ideal candidate will also have experience of working in a student recruitment setting, or target/sales orientated role.

This position sits within the University of Lincoln's International Office, and a key aim of this department is to deliver international student recruitment numbers in line with agreed targets. The Senior International Officer will work as part of a team, and the successful candidate will lead on a specific regional focus, but will also be expected to contribute across the full range of the department's activities.

Developing and implementing a recruitment strategy to achieve agreed targets, line management, identifying new recruitment channels, meeting with prospective students and stakeholders, and building a supportive network of recruitment partners are important aspects of this role.

### JOB PURPOSE

The post holder will be expected to:

- Support the implementation of the University's Internationalisation Plan and the achievement of international student recruitment targets in designated markets.
- Plan, undertake and evaluate a year round calendar of marketing and student recruitment activities across South Asia.
- Manage the marketing and student recruitment budget for South Asia with a view to delivering return on investment.
- Line manage the University's Country Manager who is based in India
- Build, manage and evaluate a network of International Representatives and stakeholders in designated markets.
- Contribute to the development and enhancement of an attractive portfolio of programmes which are in-line with stakeholder expectations across South Asia.
- Produce regular reports regarding market conditions and competitor activity, and to develop appropriate campaigns and innovative initiatives.

## KEY RESPONSIBILITIES

### Developing Strategies and Managing Resources

To develop annual, cost effective and data driven marketing and student recruitment strategies, in support of meeting assigned student recruitment targets. The post holder will be expected to draw on a range of information sources, interpret trends, and produce a year round country specific engagement plan.

To manage the India Country Manager with a view to instilling a culture of continuous development, customer focussed, and target orientated operational practices whilst ensuring adherence to institutional and regulatory frameworks.

To develop an annual marketing and recruitment plan for the India regional office.

To collect, interpret and disseminate market intelligence with a view to contributing towards the development of the department's overarching global student recruitment strategy and supporting initiatives.

To plan, manage and evaluate annual marketing and student recruitment budgets whilst ensuring return on investment.

### Marketing and Recruitment Activity

To plan, deliver and evaluate a forward calendar of recruitment activities and supporting initiatives across designated markets, including profile-raising visits to schools, colleges and universities and attendance at student recruitment fairs and seminars.

To plan and deliver scholarship interviews, offer holder events, spot admissions and English language tests in-line with University procedures.

Advise potential students and key influencers on study options, fees and funding, application procedures, accommodation and required entry qualifications in a timely and accurate manner.

Devise and deliver relevant and targeted presentations, seminars and workshops to partner institutions, potential students, parents, International Representatives, teachers, sponsors and other stakeholders, ensuring information is factually correct and in-line with University brand guidelines and applicable consumer laws.

To stay up-to-date with the latest recruitment trends, sector wide developments and changes across the global student recruitment landscape.

To work in conjunction with the International Support Officer in planning, delivering and evaluating market specific promotional material and supporting initiatives, including testimonials and focus groups.

To develop and implement a range of conversion initiatives and supporting platforms in conjunction with internal and external colleagues with a view to increasing enquiries, applications and enrolments from designated markets.

### Working with Stakeholders

To manage and develop a network of International Representatives in designated markets by setting and monitoring targets, providing regular training and support, and ensuring compliance with relevant policies and procedures.

To maintain regular contact with the International Admissions team with a view to supporting students from designated markets through the admissions and enrolment process.

To develop a positive working relationship with stakeholders in order to ensure the successful operation of the India Regional Office.

To work closely with the Alumni team in the Communications, Development and Marketing department with a view to building and enhancing an international Alumni community in designated markets.

To work closely with academic colleagues and professional service staff across the University via active networking, communication, dissemination of market intelligence and collaborative recruitment practices.

To network with external organisations and individuals such as the British Council, British Universities International Liaison Association (BUILA), UK Council for International Student Affairs (UKCISA), High Commissions/Embassies and regional interest groups.

To work closely with other departments within the University such as Academic Registry, Student Services and Accommodation, to ensure students have the best possible experience through the application journey.

To maintain regular contact with College Marketing, Intelligence and Recruitment Officers/Managers with a view to keeping up-to-date on developments across University of Lincoln Schools.

### **Communications**

Respond to enquiries in a timely, friendly and accurate manner, using initiative where the immediate answer is not always available.

To communicate regularly with International Representatives and partners with accurate information in support of student recruitment and partnership development.

To provide clear communication and guidance to the India Country Manager

To provide regular updates to the Director of International and the International Development Manager regarding the activities carried out by the Country Manager.

To work in conjunction with the International Support Officer and the Press Office in developing profile-raising advertising/PR campaigns in designated markets.

### **Partnership and Portfolio Development**

To contribute to partnership brokerage between University of Lincoln Schools and relevant institutions/organisations in designated markets.

To facilitate international partnership development activity through active networking with stakeholders across the University of Lincoln community and within designated markets.

To review market demand for the University of Lincoln's programme portfolio across designated markets, and to report back to the International Development Manager regarding recommendations where relevant.

**In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.**

## ADDITIONAL INFORMATION

### Scope and Dimensions of the Role

The post holder will work on their own initiative as a Line Manager and as a team member. The post holder will be able to demonstrate a methodical approach to International student recruitment, project and stakeholder management and market research to ensure effective delivery of recruitment targets.

The post holder will be responsible for managing regional enquiries from students, International Representatives and other key stakeholders, and be able to use initiative to manage opportunities and risks appropriately and efficiently.

The allocation of responsibility of regional markets may change from time to time at the discretion of the Director of the International Office and therefore flexibility will be required.

The post requires a flexible approach to accommodate unsociable hours and overseas travel (up to 15 weeks travel each year and additional if required).

### Key Working Relationships/Networks

Internal	External
Director of International International Development Manager International Office team International Admissions Student Services Communications, Development and Marketing (CDM) Academics and professional services staff	Prospective students, offer holders and Alumni International Representatives and University partners Education providers in target markets British Council UKTI UK Council for International Student Affairs (UKCISA) BUILA Embassies and student sponsors



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## UNIVERSITY OF LINCOLN PERSON SPECIFICATION

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<b>Selection Criteria</b>	<b>Essential (E) or Desirable (D)</b>	<b>Where Evidenced Application (A) Interview (I) Presentation (P) References (R)</b>
<b>Qualifications:</b>		
Degree, preferably in marketing (or equivalent experience)	<b>E</b>	<b>A</b>
CIM or equivalent in marketing or related area	<b>D</b>	<b>A</b>
<b>Experience:</b>		
Experience of working within UK Higher Education	<b>D</b>	<b>A</b>
Experience of student recruitment, ideally in a South Asia facing role	<b>D</b>	<b>A</b>
Marketing/customer relationship experience	<b>D</b>	<b>A,I,P</b>
Budget management/budget allocation experience	<b>E</b>	<b>A,I</b>
Line Management/project management experience	<b>D</b>	<b>A,I</b>
<b>Skills and Knowledge:</b>		
Excellent event and project management skills	<b>E</b>	<b>A,I</b>
Strong presentation skills	<b>E</b>	<b>P</b>
Strong administration and IT skills	<b>E</b>	<b>A</b>
Ability to manage multiple priorities	<b>E</b>	<b>A,I</b>
Ability to speak a local language	<b>D</b>	<b>A,I</b>
<b>Competencies and Personal Attributes:</b>		
Be target driven/results orientated	<b>E</b>	<b>A,I</b>
Positive under pressure and have a can-do, professional attitude	<b>E</b>	<b>A,I</b>
Excellent interpersonal skills	<b>E</b>	<b>A</b>
Ability to work effectively as a manager, part of a team and on own initiative	<b>E</b>	<b>A</b>
Confident, self-motivated	<b>E</b>	<b>A</b>
Energetic, adaptable and calm under pressure	<b>E</b>	<b>A</b>
Enjoys working in a busy environment	<b>E</b>	<b>A,I</b>

Business Requirements		
Flexible in working hours - to accommodate unsociable hours and overseas travel (up to 15 weeks travel each year and additional if required)	E	A,I

**Essential Requirements** are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	PI	HRBA	JE
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