



UNIVERSITY OF
LINCOLN

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	International Officer for Europe and UK International				
DEPARTMENT	International Office				
LOCATION	Brayford Campus				
JOB NUMBER	INT021	GRADE	6	DATE	January 2021
REPORTS TO	Regional Manager				

CONTEXT

The University of Lincoln is seeking to appoint an International Officer who will lead on the University's recruitment activity across Europe and UK International. The post holder will be responsible for promoting the University's brand in allocated markets in support of student recruitment, partnership development and enquiry through to enrolment conversion.

The post holder will be sales-driven and target focused, and will be responsible for building and managing a network of international recruitment partners across Europe and the UK. A key aspect of the role will also include responsibility for developing links and partnerships with a range of Schools, Colleges and Pathway providers across assigned regions.

This role requires an enthusiastic, self-motivated and sales-driven individual with a passion for education and internationalisation. The position will sit 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 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, identifying new recruitment channels, meeting with prospective students and building a supportive network of recruitment partners are important aspects of this role.

The post holder will ideally have experience of working in a student recruitment setting, such as a UK pathway provider, University, or International School or College.

JOB PURPOSE

To support the implementation of the University's Internationalisation Strategy and associated objectives, and the achievement of international/EU student recruitment targets.

To undertake marketing, recruitment and conversion activities across Europe and the UK, in addition to other assigned regions if required.

To lead the planning and co-ordination of EU and UK international student recruitment activities within allocated markets, and manage relationships with both overseas and UK based agents, and support management of relationships with University partners.

To contribute to the development of an attractive programme portfolio that is fit for purpose in designated markets.

Report back to the Regional Manager on market conditions, competitor activity in specified markets and develop innovative marketing tactics to enhance brand awareness and increase student numbers.

KEY RESPONSIBILITIES

Planning & Organising Resources

To develop annual, cost effective, marketing and recruitment strategies, including budget bid, to further the University's recruitment activities in specified markets.

Oversee the development and maintenance of a forward calendar of recruitment activities aimed at developing markets and increasing the recruitment of quality students, and actively engage academic colleagues in those activities.

To provide market intelligence to support the development of new programmes and partnerships.

To maintain and enhance market knowledge and to update the Regional Manager where necessary.

To manage and develop the network of both overseas and UK agents in designated markets by setting and monitoring targets, and providing agents with training in accordance with University policy and sector wide best practice.

Partnership and Programme Development Activity

To contribute to partnership brokerage in support of Schools' partnership development remit.

To facilitate international partnership development activity with active networking amongst the academic community and with potential university partners overseas.

To review the market demand for existing programme portfolio in consultation with academic colleagues and the University's Quality Office.

To suggest development of new programmes attractive to allocated markets.

Recruitment Activity

To lead EU and UK international recruitment activities within allocated markets, including profile-raising visits to educational institutions, relevant recruitment exhibitions and to build and manage the agent network both overseas and within the UK.

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

Advise prospective students and key influencers on study options, fees and funding, application procedures, accommodation and required entry qualifications, and refer to the University's appropriate specialist information sources in a timely manner where necessary.

Devise and deliver relevant and targeted presentations, seminars and workshops to partner institutions, potential students, parents, agents, teachers and sponsors.

Collate and disseminate market intelligence with Colleges across the University, in support of EU and UK international recruitment activities, and to liaise with Student Services and other relevant service departments in support of enhancing the student experience.

Support and manage international representatives via training sessions, university presentations, spot admissions and regular meetings/application days, to ensure representatives provide an effective, reliable and high quality service.

Communications

Contribute to the development of the International Office Recruitment and Marketing Strategy and the development of country specific marketing and recruitment plans.

Facilitate a high level of academic engagement that will improve the University's approach to EU and UK international partnership activities.

Be responsible for development and coordination of profile-raising advertising/PR campaigns in designated markets.

Be responsible for coordination, development and management of CRM and conversion campaigns for prospective EU and UK international students.

Develop marketing materials that will generate applications and enrolments from designated markets.

Liaison and Networking

Work closely with school and college staff including Pro Vice Chancellors (PVC's), Deans, Marketing and Intelligence Recruitment Officers (MIROs) and academic staff to advise on the involvement of academics in international marketing and recruitment activities.

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 other stakeholders, to up-date knowledge on relevant issues relating to international recruitment.

Work closely with other departments within the University such as Academic Registry, Student Services and Accommodation, to ensure university procedures provide the best customer service for international applicants.

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 and as a team member. The post holder will be able to demonstrate a methodical approach to EU and UK International student recruitment, projects, market research and relationship management to ensure effective delivery of recruitment targets.

The post holder will deal with student enquiries, agents and other key stakeholders and be able to use initiative to manage opportunities and risks appropriately, quickly 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 Office International Office Team PVCs Students Services Admissions and Registry Marketing PR & Communications Central service departments including Admissions, Student Services, Finance, ICT, and Business Systems etc Faculty colleagues including Academics	Overseas representatives and partners of the University of Lincoln Education providers in and outside the city of Lincoln i.e., schools and colleges Lincoln City Council British Council UK Trade & Investment (UKTI) UK Council for International Student Affairs (UKCISA) British Universities' International Liaison Association (BUILA) Embassies and student sponsors



**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

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

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	SL
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