

**UNIVERSITY OF LINCOLN
JOB DESCRIPTION**

JOB TITLE	Assistant International Officer				
DEPARTMENT	International Office				
LOCATION	University of Lincoln, Brayford Pool, Lincoln				
JOB NUMBER	INT014	GRADE	5	DATE	November 2020
HOURS	30 hours per week				
REPORTS TO	International Finance and Operations Manager				

CONTEXT

The University of Lincoln is seeking to appoint an Assistant International Officer who will contribute to the University's international student recruitment activities for all markets (with the exception of China)

The post holder will be sales-driven and target focused and will be responsible for assisting in the delivery of the International Office's enquiry and offer holder conversion campaigns. Specifically, the post holder will be expected to support the delivery of conversion activities and communications which are aimed at the prospective international students and the University's agent recruitment channels. The post holder will also be expected to support regional recruitment events when required.

This role requires an enthusiastic and self-motivated 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 post holder (who is based in Lincoln) will be expected to work closely with the International Officers responsible for their markets. The successful candidate will also be expected to contribute across the full range of the department's activities.

Specifically, the post holder will provide a dedicated approach for the recruitment activity as set out below:

- Respond to international student, parents of students or external stakeholder email or telephone enquiries in a timely, friendly, consistent and accurate manner, using initiative where the immediate answer is not always available.
- Responsible for the international scholarship process from application to the outcome of certain international scholarships and supporting Colleges for the Commonwealth Shared Scholarship from the bid application to enrolment
- Data analysis and reporting on the recruitment of international students

- Advise potential 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 source in a timely manner where necessary
- Research and analyse market intelligence from the British Council, HESA and internal sources for International Officers in support of marketing strategy, particularly relating to competitor activity
- Responsible for managing the student ambassadors on the communications campaign with prospective students as part of the conversion campaign
- Support on the management of the agent conferences on campus
- Assisting on any other recruitment activities as and when required
- Responsible for giving campus tours for prospective international students or external stakeholders
- Providing support on the delivery of freight for exhibition fairs, agent office and representative offices as and when required.

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

JOB PURPOSE

To support the implementation of the University's Internationalisation Strategy and associated objectives. Specifically, the post holder will be expected to play a key role in achieving the International student recruitment targets.

To assist in the planning and delivery of targeted conversion communications and activities across all markets (with the exception of China)

To assist prospective students from the enquiry stage through to application and enrolment in assigned regions.

To assist in recruitment activities in allocated markets when required.

To support the Officers in developing positive working relationships with overseas based agents, and partner institutions.

Report back to the Officers and Director of International on market conditions, competitor activity in specified markets, and to assist in the development of innovative marketing activities to enhance brand awareness and increase student numbers.

KEY RESPONSIBILITIES

Planning and Organising Resources

Ensuring a timely response to email enquiries from students, parents and external stakeholders on the University's system on a daily basis

Ensuring a timely turnaround on the international scholarship process from application to final outcome.

Keep up to date with external changes affecting international students and report back appropriately to the relevant International Officer.

To contribute to the strategy plans for discussions with senior colleagues.

To maintain and enhance market knowledge and to update the International Officers where necessary.

Service Delivery

Effective and informative response to international student enquiries on a variety of topics such as the application process, study options, accommodation and scholarships

Research and analyse market intelligence from the British Council, HESA and internal sources for International Officers in support of marketing strategy, particularly relating to competitor activity.

Providing an efficient response to the scholarship application process and decision making

Work with Student Ambassadors in support of the International Office conversion campaign for prospective international students which contributes to meeting the agreed targets.

Good overall knowledge of programmes for delivery of campus tours to prospective students or external stakeholders

Liaison and Networking

To work closely with colleagues from across the University of Lincoln's Colleges and Schools, in support of collaborative recruitment and partnership development activities.

To work closely with professional service departments across the University such as Academic Registry, Student Services and Accommodation, to ensure university procedures provide the best possible experience for international applicants and enrolled students.

To network with external organisations such as the British Council, British Universities' International Liaison Association (BUILA), UK Council for International Student Affairs (UKCISA), High Commissions/Embassies and other stakeholders, and to keep abreast of the latest issues relating to international recruitment.

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 administrative, conversion and International student recruitment, project development, market research and relationship management to ensure effective delivery of recruitment targets.

The post holder will be required to respond to student enquiries, assist agents and other key stakeholders, and be able to use initiative to manage opportunities and risks appropriately, quickly and efficiently.

This position requires a flexible approach to accommodate unsociable hours and to support the wider International Office team where necessary.

Key Working Relationships/Networks

Internal	External
Director of International 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 (Agents) 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 Study Group



UNIVERSITY OF
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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 level qualification or other equivalent relevant professional qualification	E	A
Experience:		
Experience of working in a higher education	D	A/I
Experience of dealing with international partners	D	A/I
Relationship marketing experience	D	A/I
Skills and Knowledge:		
Fluent in a second language	D	A/I
Excellent translation skills	E	A/I
Strong administration and IT skills	E	I
Ability to manage multiple priorities	E	A/I
Knowledge of the UK Higher Education/University Sector	E	A/I
Competencies and Personal Attributes:		
Excellent interpersonal skills	E	I
Ability to work effectively as part of a team and independently	E	I
Confident, self-motivated	E	I
Results orientated	E	I

• Energetic, adaptable and calm under pressure	E	I
• Positive approach to customer care	E	I
• Ability to work in a demanding environment	E	I
Business Requirements		
• Flexible in working hours – to accommodate occasional late nights and weekend working	E	I
• Where necessary the ability to travel within the UK or overseas to support recruitment efforts	E	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	AS	HRBA	SL
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