

**UNIVERSITY OF LINCOLN
JOB DESCRIPTION**



JOB TITLE	Regional Manager for Pakistan, Bangladesh and Nepal				
DEPARTMENT	International Office				
LOCATION	Brayford Campus				
JOB NUMBER	INT012	GRADE	7	DATE	March 2022
REPORTS TO	Head of International Recruitment				

Context

At the University of Lincoln, we encourage students to be more than they can imagine. To help us share what makes Lincoln a special place to live and learn, we are seeking to appoint a Regional Manager for Pakistan, Bangladesh and Nepal.

The post holder will join the University of Lincoln's International Office and will play a key role in developing the University's profile around the world. The primary remit of the International Office (IO) is to recruit full time campus based international students through the development, and delivery, of a global student recruitment and marketing strategy. In line with the University's internationalisation ambitions, the IO is tasked with leading the development of a global network of institutional partnerships, overseas representatives, and student sponsors.

Job Purpose

The Regional Manager for Pakistan, Bangladesh and Nepal will play a crucial role in the development and delivery of the University's global student recruitment strategy. The post holder will be sales-driven and target focused and will be expected to draw on the latest market insights to create innovative campaigns which make an impact.

The post holder will be responsible for creating, implementing and evaluating the University's student recruitment and marketing strategy across Pakistan, Bangladesh and Nepal. Developing positive working relationships with external stakeholders will be key to this role, as the post holder will be expected to build and manage a network of International Representatives, educational partners and student sponsors across designated markets. The post holder will also be expected to work closely with colleagues across the University community as a designated Business Partner.

In addition to a regional focus, the post holder will be expected to oversee the development and delivery of the International Office's Global Sponsor Engagement Strategy. The post holder will also be expected to line manage the University's dedicated International Liaison Officer (Sponsored Students).

KEY RESPONSIBILITIES

Strategy Development and Managing Resources

The post holder will be expected to:

- Develop annual, cost effective and data driven marketing and student recruitment strategies, in line with key performance indicators and targets.

- Develop and oversee the delivery of the International Office's Global Sponsor Engagement Strategy, in line with targets and key performance indicators.
- 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.
- Manage regional marketing and recruitment budgets with a view to ensuring return on investment.
- Line manage the University's dedicated International Liaison Officer (Sponsored Students).
- Contribute to the development, delivery and evaluation of the International Office's overarching global student recruitment and marketing strategy, and departmental policies and operating procedures.

Marketing and Recruitment

The post holder will be expected to:

- Plan, deliver and evaluate a forward calendar of innovative 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.
- Provide accurate and best-fit advice to prospective students and their supporters in areas such as study options, fees and funding, the admissions process and accommodation options.
- Devise and deliver relevant and targeted presentations, seminars, webinars and workshops to partner institutions, potential students and their supporters, International Representatives, teachers, sponsors and other stakeholders, ensuring information is factually correct and in-line with University brand guidelines and applicable consumer laws.
- Plan and deliver scholarship interviews, offer holder events, spot admissions and English language tests in-line with University procedures.
- Stay up-to-date with the latest recruitment trends, sector wide developments and changes across the global student recruitment landscape, and to produce reports and recommendations for senior colleagues where required.
- Work in conjunction with the International Marketing Officer in planning, delivering and evaluating market specific promotional material and supporting initiatives, including testimonials and focus groups.
- Develop and implement a range of innovative conversion initiatives in conjunction with internal and external colleagues with a view to increasing enquiries, applications and enrolments from designated markets.
- Work in conjunction with the International Marketing Officer and the University's Press Office in developing profile-raising advertising/PR campaigns in designated markets.

Working with Stakeholders

The post holder will be expected to:

- Support and develop a network of International Representatives in designated markets through regular, proactive, communication.
- Act as a key point of contact, as a Business Partner, between the International Office and a designated University of Lincoln College/department.
- Maintain regular contact with the International Admissions team and Student Administration colleagues with a view to supporting students from designated markets through the admissions and enrolment process.
- 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.

- Work closely with academic colleagues and professional service staff across the University via active networking, communication, dissemination of market intelligence and collaborative recruitment practices, in view of meeting assigned recruitment targets.
- 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.
- Work closely with other departments within the University such as Finance, the Student Support Centre, and Accommodation Services, to ensure students have the best possible experience throughout the admissions journey.
- Maintain regular contact with Programme Leaders and College Marketing, Intelligence and Recruitment Officers/Managers with a view to keeping up-to-date on developments across University of Lincoln Colleges/Schools.

Communication

The post holder will be expected to:

- Respond to enquiries from a range of stakeholders in a timely, friendly and accurate manner, using initiative where the immediate answer is not always available.
- Communicate regularly with International Representatives and partners using a range of appropriate channels and styles.
- Provide regular updates to the Director of International and the Head of International Recruitment regarding market conditions and competitor activity. The post holder will also be expected to provide recommendations and innovative solutions in response to changing market conditions.
- Represent the International Office as and when required at University committees, working groups, and forums.

Partnership and Portfolio Development

The post holder will be expected to:

- Lead on the identification and development of institutional recruitment partnerships across a designated region.
- Manage the selection and appointment of International Representatives in designated regions.
- Review market demand for the University of Lincoln's programme portfolio across designated markets, and to report back to the Head of International Recruitment 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 be expected to work independently and as part of a team on developing a range of innovative recruitment initiatives and campaigns which deliver return on investment. The post holder will be expected to carry out line management duties.

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

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

The Regional Manager for Pakistan, Bangladesh and Nepal will be expected to contribute across the full range of the department's activities. The allocation of responsibilities and regional markets may change from time to time at the discretion of the Director of the International Office.

Key Working Relationships/Networks

Internal	External
International Office team International Admissions International College Visa Compliance team Pro Vice Chancellors, Heads of School and Programme Leaders College Marketing and Recruitment - Managers/Officers Accommodation Services	Prospective students, offer holders and Alumni International Representatives and University partners Overseas Schools, Colleges and Universities British Council British Universities' International Liaison Association - (BUILA) UK Trade and Investment (UKTI) UK Council for International Student Affairs - (UKCISA) 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 business (or equivalent experience)	E	A
CIM or equivalent in marketing or related area	D	A
Experience:		
Experience of working within the UK Higher Education sector	D	A
Experience of working in a student recruitment role, preferably in MENA or South East Asia	D	A
Marketing/customer service/stakeholder management experience	E	A,I
Budget management/budget allocation experience	E	A,I
Line Management/project management experience	D	A,I
Skills and Knowledge:		
Excellent event and project management skills	E	A,I
Excellent communication and presentation skills	E	A,I,P
Strong administration and IT skills	E	A
Ability to manage multiple priorities with tight deadlines	E	A,I
Competencies and Personal Attributes:		
Be target driven/results orientated with a can-do approach	E	A,I
Excellent interpersonal skills and cultural awareness	E	A, I, P
Ability to work effectively as a project lead, part of a team and using own initiative	E	A
Adaptable and calm under pressure and enjoys working in a busy environment	E	I

Business Requirements		
Flexible in working hours - to accommodate unsociable hours and overseas travel (up to 15 weeks 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	HA
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