



UNIVERSITY OF
LINCOLN

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Regional Manager (South Asia)				
DEPARTMENT	International Office				
LOCATION	Lincoln Campuses				
JOB NUMBER	INT019	GRADE	7	DATE	January 2023
REPORTS TO	Assistant Director (International Marketing and Recruitment)				

Context

The University of Lincoln is home to a growing community of students from around the world. To help us build on this success and to support the delivery of our ambitious internationalisation objectives, we are seeking to appoint a Regional Manager for South Asia.

The post holder will join the University of Lincoln's International Office and will be expected to spearhead the University's student recruitment strategy across a range of countries.

The role of the International Office is to support the University in achieving its internationalisation ambitions. The department is tasked with promoting the University as a study destination, and to provide bespoke advice and guidance to prospective students and their supporters. The department is also tasked with providing market expertise to help inform the development of the University's programme and partnership portfolio.

Job Purpose

The Regional Manager (South Asia) will play a crucial role in the development and delivery of the University's global student recruitment strategy. The post holder will be innovative and results orientated and will be expected to draw on the latest market insights to create, and deliver, student recruitment initiatives which make an impact.

The post holder will be tasked with advancing the profile and reputation of the University of Lincoln across South Asia. 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, partnerships, and student sponsors across designated markets. The post holder will also be expected to oversee colleagues who are based in the region, and to manage and direct team members.

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.
- 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.
- Oversee in-country based colleagues, ensuring output aligns with key performance indicators and student recruitment targets.
- Manage the University's partnership with in-country service providers and to act as a key point of contact.
- 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 Manager 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.

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.
- Work in conjunction with the International Marketing Manager and the University's Press Office in developing profile-raising advertising/PR campaigns in designated markets.

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 Associate Pro Vice-Chancellor/Director of International, and the Assistant Director of International (International Marketing and 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, both internally and externally.

Partnership and Portfolio Development

The post holder will be expected to:

- Lead on the identification and development of institutional recruitment and student sponsor 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 Assistant Director (International Marketing and 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, sponsors, and other key stakeholders, and will be expected to use initiative to manage opportunities and risks appropriately and efficiently.

The allocation of responsibilities and regional markets may change from time to time at the discretion of the Associate Pro Vice-Chancellor/Director of International.

Key Working Relationships/Networks

Internal	External
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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:		
Educated to degree level, preferably in a business related subject (or equivalent professional experience)	E	A
Experience:		
Experience of working within the UK Higher Education sector, preferably in a student recruitment setting	D	A
Experience of building and managing partnerships with external stakeholders/clients	E	A,I
Experience of managing budgets and monitoring return on investment	E	A,I
Line management / team leading 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,P
Excellent interpersonal skills and cross-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 results orientated 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	AH
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