



UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Regional Manager for East Asia				
DEPARTMENT	International Office				
LOCATION	Lincoln Campuses				
JOB NUMBER	INT031	GRADE	7	DATE	November 2024
REPORTS TO	Assistant Director				

Context

The University of Lincoln is seeking to appoint a Regional Manager for East Asia. The successful candidate will join the University's International Office and will be expected to contribute to the successful delivery of a global student recruitment strategy.

The role of the International Office is to support the implementation of the University of Lincoln's internationalisation ambitions. This includes building awareness of the University as a study destination across the globe, and to recruit and support international fee-paying students from the initial enquiry stage through to enrolment. The department is also tasked with developing a network of institutional recruitment partnerships, and to provide market intelligence to help inform the development of the University's programme portfolio.

Job Purpose

The Regional Manager for East Asia 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 monitoring the University's student recruitment strategy across the East Asia region. The post holder will also be expected to line manage the University's East Asia and UK international recruitment team, ensuring output is aligned with regional ambitions and goals.

Developing positive working relationships with external stakeholders will be key to this role, as the post holder will be expected to develop and manage a network of education agents, institutional partnerships, 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.

KEY RESPONSIBILITIES

Developing Strategies and Managing Resources

The post holder will be expected to:

- Develop annual, cost effective, and data driven marketing and student recruitment strategies for assigned markets, in line with key performance indicators and targets.
- Line manage the University's East Asia and UK international recruitment team, ensuring output aligns with key performance indicators and student recruitment targets.
- Manage and develop a network of education agents in designated markets by providing regular training and support, setting and monitoring key performance indicators, and ensuring compliance with relevant policies and procedures.
- Manage regional marketing and recruitment budgets with a view to delivering return on investment.
- Oversee the development of a range of mandarin specific social media channels and promotional initiatives, ensuring content and tone of voice is aligned with University brand guidelines and sector best practice.
- Contribute to the development, delivery, and evaluation of the International Office's overarching global student recruitment strategy, providing insights and recommendations where appropriate.

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.
- Devise and deliver relevant and targeted presentations, seminars, webinars, and workshops, to partner institutions, potential students and their supporters, education agents, 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 policies and 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 but not limited to presentations, flyers, student and alumni testimonials, and focus groups.
- Develop, implement and evaluate 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, and to produce reports and recommendations regarding impact, where required.

Working with Stakeholders

The post holder will be expected to:

- Act as a key point of contact at the University for in-country service providers, education agents, student sponsors and educational institutions, in designated markets, where required.
- Liaise and work in conjunction with the University's International Admissions team, Student Visa and Compliance team, Accommodation Services, Finance and the International Advice team to support prospective applicants, offer holders and their supporters, from designated markets, through the University's admissions and enrolment process.
- Engage 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 regional interest groups, to keep abreast of the latest developments impacting on student recruitment across designated regions, and to contribute to sector wide discussions, forums, and projects regarding such matters, as and when required.
- Work collaboratively with colleagues across the University to support the development of an international alumni community across designated markets.
- Build and develop working relationships with programme leaders, heads of departments and heads of schools, with a view to keeping up-to-date on developments across University of Lincoln schools, and to disseminate the latest market intelligence, as and when required.
- Act as a key point of contact, as a Business Partner, between the International Office and a designated University of Lincoln College/department.

Communications and Engagement

The post holder will be expected to:

- Develop high impact materials and communications in both English and Mandarin, ensuring content and tone of voice is aligned with University brand guidelines and sector best practice.
- 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.
- Provide regular updates to the Associate Pro Vice-Chancellor/Director of International, and the Assistant Director of International, regarding market conditions and competitor activity, and to provide advice and recommendations, where appropriate, in response to changing market conditions.
- Represent the International Office as and when required at University committees, working groups, and forums.
- Represent the University, as and when required, at sector level student recruitment forums and associated events.

Partnership and Portfolio Development

The post holder will be expected to:

- Lead on the identification and development of institutional articulation and progression partnerships across a designated region, and to produce reports and updates regarding outcomes.
- Contribute to the preparation and completion of partnership proposal forms, and to engage with appropriate colleagues across the University community to build buy in and support.

- Review market demand for the University of Lincoln's programme portfolio across designated markets, and to report back to the Assistant Director of International 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 and to pro-actively engage with a range of stakeholders whilst representing the values and ethos of the University.

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, education agents, international sponsors, and other key stakeholders, and will be expected to use initiative to manage opportunities and risks appropriately and efficiently.

At the discretion of the Associate Pro Vice-Chancellor/Director of International, the allocation of responsibilities and duties may change from time to time, to take into account emerging business needs and priorities.

Key Working Relationships/Networks

Internal	External
International Admissions team Student Visa and Compliance team University of Lincoln International College Quality Standards and Partnerships Pro Vice Chancellors, Heads of School, Regional -Academic Leads, and Programme Leaders College Marketing and Recruitment - Managers/Officers Accommodation Services Development and Alumni	Prospective students, offer holders, and Alumni Education agents Institutional partners China Britain Business Council (CBBC) 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**

UNIVERSITY OF
LINCOLN

JOB TITLE	Regional Manager for East Asia	JOB NUMBER	INT031
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
A bachelor's degree or equivalent	E	A
Experience:		
Experience of working within an international student recruitment related role, preferably within a UK higher education institution	E	A, I
Experience in identifying and developing institutional articulation partnerships, preferably in the East Asia region	E	A, I
Experienced in managing budgets, to include monitoring return on investment	D	A, I
Line management experience	D	A, I
Experience in managing external clients, such as education agents	E	A, I
Skills and Knowledge:		
A confident communicator with excellent written and oral communication skills	E	A, I, P
Ability to develop networks and build impactful relationships	E	A, I, P
Fluent in mandarin to a native standard	E	A, I
Ability to manage multiple priorities with tight deadlines	E	A, I
Strong administration and IT skills	E	A, I, P
Competencies and Personal Attributes:		
Be target driven/results orientated with a can-do approach	E	A, I, P
Excellent interpersonal skills with strong cross-cultural awareness	E	A, I
Ability to work effectively as a project lead, part of a team, and using own initiative	E	A, I
Adaptable and calm under pressure and enjoys working in a busy and fast paced 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	PBP	GPH
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