**Job Description**

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| **Job title:** | **Deputy Head of International Student Recruitment** |
| **Department/School:** | **Student Recruitment and Admissions** |
| **Grade:** | **8** |
| **Location:** | **University of Bath premises** |

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| **Job purpose** |
| This post, together with the second Deputy Head role supports the Head of International Student Recruitment in the leadership of the University’s International Student Recruitment Team and in the development, implementation and evaluation of Bath’s international recruitment strategy for student growth and market diversification.  The postholder line-manages a team of Recruitment Managers and Officers. They manage and monitor relationships with external stakeholders including recruitment service contractors, agents, teachers, advisers and parents. They will work closely with the Department of Marketing, Faculty/School Marketing teams and other internal stakeholders to ensure a collaborative, coordinated and integrated approach across all activity designed to support international recruitment. This includes market segmentation, the development of market plans, production of print and digital content and resource allocation. The postholder also has responsibility for certain key target markets and the delivery of recruitment plans for those markets.  In addition to substantial internal liaison, the role requires contact with sector bodies in matters relating to international student recruitment, admissions, and outreach activity. |

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| **Source and nature of management provided** |
| The post-holder will work with substantial initiative and autonomy, reporting to the Head of International Student Recruitment. |

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| **Staff management responsibility** |
| The post-holder will be responsible for managing the Student Recruitment Managers as well as managing in-country representatives based in our overseas offices. |

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| **Special conditions** |
| The successful candidate may be required to undertake a Disclosure and Barring Service check. Some evening and/or weekend work may be required for which time-in-lieu is provided. Time off during August is limited due to SRA responsibility for Confirmation and Clearing activities.  This post requires travel overseas for periods of up to two weeks at a time, potentially up to an absolute maximum of 12 weeks in a calendar year*.* |

| **Main duties and responsibilities** | |
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| 1 | Support the Head in the leadership of the International Student Recruitment Team in devising and developing global initiatives and services to support agreed recruitment objectives and the University’s strategic objectives. Ensure that activity is appropriately targeted and tailored to market segments and is effectively monitored and evaluated. Ensure alignment between UG and PGT activity, where applicable. |
| 2 | Provide leadership for your recruitment team, ensuring staff are working to clear goals which are aligned to those of the department and the wider international recruitment strategy. Use the University’s review and appraisal mechanisms as a framework for staff development, enhancing performance and embedding accountability. |
| 3 | Provide leadership and direction for our network of external in-country recruitment services contractors including Agents and similar organisations, providing feedback and guidance on overall performance and ensuring their work is seamlessly integrated with University of Bath activity in pursuit of international student recruitment objectives. Monitor performance against established or developing KPIs and ensuring these contractors have the required knowledge, skills and training to deliver their responsibilities. |
| 4 | Management of external relationships related to international student recruitment, including recruitment agents, in-country recruitment partner organisations (e.g. Grok), and other external bodies and other organisations working with the University. This includes the work of onboarding new agents: establishing working methods, clarifying expectations and establishing performance standards. With mature agent relationships it includes the provision of feedback and guidance on overall performance relative to recruitment targets and other performance standards. |
| 5 | Lead on recruitment strategy and market plans for 2-3 key markets for the University. This includes leading on partnership and stakeholder relations, building brand profile and recognition, representing the university in the regions, undertaking data analysis, market research and intelligence gathering to inform market plans. |
| 6 | Work closely with the Head of UK UG Student Recruitment, Head of Access and Widening Participation, Head of UG Admissions, Head of Learning Partnerships, Head of PGT Admissions, and Heads of Marketing and associated teams to ensure collaborative and co-ordinated activity that most effectively utilises the team’s expertise and resources to support international student recruitment and consistency in promotion of the University’s offering. |
| 7 | Represent the University at national and international events on international admissions and recruitment issues, particularly those for teachers, recruitment agents and guidance professionals. |
| 8 | Provide market insight and intelligence and identify market trends and opportunities, advising senior management and relevant committees accordingly. |
| 9 | Support the Head of International Student Recruitment in evaluating the University’s UG and PGT course portfolio from a recruitment perspective, producing proposals that will support recruitment objectives |
| 10 | Work with the Head of International Student Recruitment to identify potential new markets for growth and design and lead efforts to build relationships in and increase student numbers from those regions. |
| 11 | Take an active part in, and contribute fully to, management meetings and team events within the Student Recruitment and Admissions team, and the wider University. |
| 12 | Support the creation and revision of university policy, regulations, and business processes, and manage their implementation within the International Student Recruitment area. |
| 13 | Ensure that activities and resource allocation are consistent with the University’s brand strategy and maximise competitive advantage. |
| 14 | Ensure that all relevant business systems are appropriately managed and deployed; oversee and project sponsor systems development, liaising with the relevant technical teams within the University. |
| 15 | Maintain an awareness of national policy developments and legislative changes. |
| 16 | Maintain and develop links with external organisations such as the British Council, BUILA, IBSCA, CIS, IACAC, UKCISA and other bodies involved in the recruitment of international students to the UK. |
| 17 | Support the promotion of the International Foundation Year programme and achievement of recruitment targets. |
| 18 | Deputise for the Head of International Student Recruitment in discussions relating to all aspects of international student recruitment work. |
| 19 | Ensure that accessibility, inclusion, diversity, equality, and health and safety are considered in all work undertaken by the International Student Recruitment team. Manage and mitigate risks relating to international recruitment activity including out of office and lone working environments. |
| 20 | Specify, retrieve and analyse appropriate data on which key strategic decisions may be made and provide management information to support senior management activity. |
| 21 | Manage International recruitment budgets ensuring that relevant policies and procedures are followed. |
| 22 | Undertake other duties as required and as appropriate to the grade of the post. |

**Person Specification**

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| **Criteria: Qualifications and Training** | **Essential** | **Desirable** |
| First degree or equivalent | X |  |

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| **Criteria: Knowledge and Experience** | **Essential** | **Desirable** |
| A thorough professional understanding of recruitment in an undergraduate and/or postgraduate context. | X |  |
| Substantial experience of working in a role relating to international recruitment and outreach in an educational context | X |  |
| Knowledge of current issues within higher education, particularly related to international student recruitment | X |  |
| Experience of providing advice to senior managers regarding delivery of student recruitment outcomes | X |  |
| Experience of contribution to policies impacting on student recruitment at a higher management level | X |  |
| A thorough understanding of UK and International qualifications frameworks | X |  |
| Experience of managing staff or work colleagues | X |  |
| Experience of managing processes, procedures and budgets in a complex service-delivery environment | X |  |

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| **Criteria: Skills and Aptitudes** | **Essential** | **Desirable** |
| Strong IT skills, with experience of developing digital engagement with stakeholder groups | X |  |
| Excellent written and oral communication skills | X |  |
| Effective data analysis and critical thinking skills | X |  |
| Copywriting and/or editing skills |  | X |
| Strong presentation skills, suitable for speaking effectively to a wide and diverse range of audiences | X |  |
| Excellent attention to detail | X |  |
| Enthusiastic, committed and energetic | X |  |
| Autonomous and independent | X |  |
| Diplomatic and willing to negotiate | X |  |
| Resilient and determined | X |  |
| Flexible and able to cope with competing demands | X |  |
| Willing to travel throughout the UK and abroad and to work antisocial hours, including weekends | X |  |

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| **Effective Behaviours Framework**  The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously. |
| **Managing self and personal skills:**  Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others. |
| **Delivering excellent service:**  Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards. |
| **Finding innovative solutions:**  Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation. |
| **Embracing change:**  Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas. |
| **Using resources:**  Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University. |
| **Engaging with the big picture:**  Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others. |
| **Developing self and others:**  Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University. |
| **Working with people:**  Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills. |
| **Achieving results:**  Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria. |