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University of
Kent

DIRECTOR OF INTERNATIONAL STUDENT RECRUITMENT & PARTNERSHIPS

Candidate brief – May 2024



Message from the Vice-Chancellor and President, Professor Karen Cox

We are delighted that you have expressed an interest in the post of Director of International Student Recruitment & Partnerships, at the University of Kent.

This important appointment that will play a key part in developing the University for the future. Our vision and strategy build on strong foundations in education, student experience and research, and embrace flexibility and growth to ensure a sustainable future for our community.

This is a new position within the Directorate of Future Students & Brand and is critical to the University's commitment to internationalisation. The postholder will play a significant role in delivering our Kent 2030 strategy and transformation plan, which includes ambitious growth targets for international recruitment.

This is a time of great opportunity for Kent. We very much look forward to receiving your application for what will be a stimulating, challenging and professionally fulfilling role.

Professor Karen Cox
Vice-Chancellor & President





The University of Kent

The University of Kent is moving forward, working to deliver our ambitious Kent 2030 strategy. We are building on our world-class teaching and research reputation to become a leading civic university, supported by progressive courses that place us at the heart of public and intellectual life.

We are a university embedded in our community at a regional, national and global level. We build relationships, connections and partnerships, bringing the University's skills and expertise to make a difference in the world.

We strive to be a community that empowers students from a wide range of backgrounds to find and shape their place in the world, where academics are free to explore and deepen our understanding of it.

Canterbury, our historic base, has been a hub of learning for centuries, while our Medway campus is at the heart of its region's cultural aspirations. We are proudly international in outlook with our Kent International College supporting international recruitment and partnerships with more than 300 universities worldwide.

We are determined to build on this to meet local, national and international needs. The Kent and Medway Medical School will bring vital skills to the region, while a growing Institute for Cultural and Creative Industries will support the fastest growing sector of the UK economy.

Our students are diverse, passionate and independent. They are thought leaders, volunteers and co-creators. They decolonise curricula and help shape their communities.

Our highly rated, inspirational teachers, work with award-winning staff to ensure everyone reaches their potential. We actively seek new ways to open up education, from online learning to apprenticeships, to support personal and community development as well as business growth.

We are home to some of the world's most influential thinkers, with recent biology research named among the UK's best breakthroughs of the last century. We are establishing an internationally renowned knowledge base in key areas including cyber security and digital accessibility.

By 2030, the combined talents of our students and staff will ensure we are known for our transformative student experience, groundbreaking discoveries and the significant role we play in wider society



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2018-2019

The context

As we work towards delivering our Kent 2030 strategy, we continue to put our students at the heart of all we do: offering courses that inspire and meet employer needs; providing facilities that add another dimension to their studies and a window into future career options; creating an environment where students are supported and challenged by academics at the top of their field.

The Directorate of Future Students & Brand is central to our 2030 strategy. The University's vision for the Directorate is that it continues to be innovative in how it drives student recruitment, develops significant partnerships and supports future and current students to realise their ambitions for international study and future success.

Reporting into the Director of Future Students & Brand, this role is pivotal in leading and delivering the international recruitment strategy. You will use your entrepreneurial flair to create new opportunities, build relationships, grow our agent network and deliver exceptional ROI.

As a member of the directorate's senior management team, you will ensure that prospective students experience a seamless journey, delivered in a supportive, friendly and professional manner. You will embrace positive change as you look to adopt new ways of working to ensure that ambitious recruitment targets are met.

With overall accountability for the strategic and operational performance of the International Recruitment and Partnerships teams, the role holder will lead the teams, creating a shared vision and values and demonstrating ambition for helping the University achieve its mission..

This role presents an outstanding opportunity to lead and develop cultural and operational change in one of the University's most important areas; creating sales focused and outcome driven teams to ensure future and current students can benefit from an international education.





The role

This is a significant senior level role with responsibility for the University's international recruitment efforts worldwide. This will be achieved by utilising all channels from the traditional to the new and innovative. You will build relationships and partnerships to deliver on challenging international student recruitment targets. You will develop and own the strategy and be comfortable operating both strategically and tactically as well as leading teams both in the UK and overseas.

Key accountabilities

- Lead the strategic development and implementation of initiatives to drive international student recruitment and foster partnerships worldwide
- Develop and execute integrated recruitment plans to attract a diverse pool of international students through all channels, including direct outreach, agent networks, and international partnerships and through the University of Kent International College (UKIC) and other UK international programmes
- Collaborate closely with key stakeholders to identify and capitalise on opportunities for international student growth, aligning outcomes with the University's strategic objectives
- Oversee the operational management of the department, ensuring effective resource allocation, performance management, and continuous improvement
- Cultivate and maintain strong relationships with external partners, including educational institutions, agencies, and organisations, to establish sustainable pipelines for international student enrolment
- Monitor market trends, competitor activity, and regulatory changes to inform recruitment strategies and enhance the University's global competitiveness. Advise senior leadership on international policy and best practice
- Drive innovation and best practice in international student recruitment, leveraging data-driven insights to optimise outcomes and maximise return on investment
- Represent the University at international events, conferences, and forums to promote its offerings and strengthen its global presence
- Drive the development of marketing materials, campaigns, and digital platforms tailored to international audiences
- Collaborate with Oxford International Education Group to enhance the University of Kent International College's contribution to international student recruitment

Salary

Competitive salary commensurate with skills and experience

Contract

Full-time and ongoing

Location

Canterbury campus; with work at other campuses including Medway

Responsible to

Director of Future Students & Brand

Responsible for

Head of International Recruitment
Head of International Partnerships

Person specification

The Director of International Student Recruitment & Partnerships will be an engaging and consensus-building leader with a focus on delivery and a strong understanding of the actions needed to ensure that the University thrives.

You will be able to demonstrate the following skills, experience, abilities and personal interests:

Essential

- **Proven track record in international student recruitment and partnership development within higher education:** Demonstrated success in implementing strategies to attract and retain international students, along with a history of cultivating fruitful partnerships within the higher education sector (A,I)
- **Strong leadership skills with the ability to motivate and inspire teams towards achieving ambitious targets and objectives:** Experience in effectively leading and managing teams, fostering a culture of high performance, and providing guidance and support to achieve organisational goals (A,I)
- **Strategic thinker with excellent analytical and problem-solving abilities, capable of identifying opportunities and devising effective solutions:** Proven ability to analyse complex situations, identify key issues, and develop innovative strategies to address challenges and capitalise on opportunities in the international student recruitment landscape (A,I,T)
- **Exceptional communication and interpersonal skills, with the ability to build relationships and negotiate with diverse stakeholders at all levels:** Demonstrated ability to communicate effectively with individuals from various cultural backgrounds, fostering collaborative relationships with internal/ external stakeholders to achieve mutual objectives (I,T)
- **Commercial acumen and results orientation, with a demonstrable understanding of key performance indicators and budget management:** Sound understanding of financial principles and proven ability to develop and manage budgets effectively, with a focus on achieving measurable results and driving continuous improvement (I)
- **Experience working across multiple recruitment channels, including direct engagement, agent networks, and international partnerships:** Track record of successfully leveraging various recruitment channels to attract a diverse pool of international students, along with experience in managing relationships with agents and other recruitment partners (A,I)
- **Knowledge of international education markets, trends, and regulatory frameworks, with the ability to adapt strategies accordingly:** In-depth understanding of the global higher education landscape, including trends, regulations, and market dynamics, and ability to develop and implement recruitment strategies aligned with these factors (A,I,T)
- **Collaborative approach with a commitment to fostering a supportive and inclusive working environment:** Proven ability to collaborate effectively with colleagues across departments and disciplines, fostering an inclusive and supportive working environment that values diversity and promotes teamwork (I)
- **Flexibility and willingness to travel internationally as required:** Willingness and ability to travel domestically and internationally as necessary to represent the University, attend recruitment events, and cultivate partnerships with educational institutions and organisations worldwide (I)
- **Firm commitment to achieving the University's vision and values,** with a passion for a transformative student experience and the civic university mission (I)
- **Commitment to deliver and promote equality, diversity and inclusivity** in the day to day work of the role (I)

Desirable

- **Postgraduate or professional qualification in a relevant field such as marketing, international relations, or higher education management:** Additional qualifications or certifications relevant to the role, demonstrating a commitment to ongoing professional development and expertise in relevant areas (A)
- **Experience working with private pathway programmes or foundation courses for international students:** Experience in developing and managing pathway programme or foundation course partnerships for international students, with a focus on enhancing recruitment and retention efforts (A)
- **Familiarity with CRM systems and digital marketing platforms:** Experience using customer relationship management (CRM) systems and digital marketing platforms to enhance recruitment efforts and track key metrics, optimising recruitment strategies for maximum impact and efficiency (A)

A = Application; I = Interview (after shortlisting stage); T = test/presentation at Interview stage

Additional information

Annual leave: The annual leave entitlement for full-time staff on this grade is 30 working days and 8 public and other holidays. There are also 5 additional days, which are taken between Christmas and New Year when the University closes.

Pension: You will be automatically enrolled to become a member of USS (Universities Superannuation Scheme).

Location: The primary location is at the University's Canterbury campus with regular working at our Medway campus, although the post-holder may be required to work from time to time at other campuses and centres, both nationally and internationally.

Relocation: You will be required to live near enough to Canterbury to perform the duties of the post fully. The University offers assistance with relocation expenses for those who have to move to the vicinity.

UK Visa & Immigration: You will be required to meet the current UK Visa and Immigration requirements for this position. Further information on Certificate of Sponsorship requirements can be found at www.bia.homeoffice.gov.uk

Equality, Diversity & Inclusivity: We are proud to be a Disability Confident employer, supporting and promoting disabled people in the workplace. We welcome applications from disabled people and we will:

- ensure our recruitment and selection process is inclusive and accessible

- communicate our vacancies through a range of different channels
- offer an interview to applicants with a disability who meet the minimum essential requirements of the role as detailed within the person specification (Guaranteed Interview Scheme)
- anticipate and provide reasonable adjustment as and when required
- provide support to any existing employee who acquires a disability or long-term health condition.

All University staff are expected to be aware of, comply with, and support the University's policies with regards to ensuring and promoting equality, diversity and inclusivity. Relevant training and development should be undertaken, as required. Further information about EDI is available from the University's website at: kent.ac.uk/hr-equalityanddiversity/

Childcare: The Oaks Nursery based at the Canterbury campus is an excellent benefit for staff and a great asset to the University.

Places are offered on a first come first served basis and baby places are particularly limited so staff may wish to make contact as soon as their pregnancy is confirmed.

Healthcare Plan: A corporate employee-funded healthcare plan partnered with Benenden Health is open to all staff.



The city of Canterbury

The University's main campus is in Canterbury; a vibrant, exciting and well-connected city with a world-famous cathedral. One of medieval Europe's great places of pilgrimage and knowledge, it has a distinctly cosmopolitan feel thanks to its international visitors and the students and staff from its three universities. Less than an hour from London, it takes little more than that to visit France.

People come to Canterbury from across the globe for its world-class heritage, for culture and festivals.

The city and its immediate area have an increasingly rich cultural offer. Turner Contemporary, the nationally-acclaimed art gallery, is within easy reach. The Marlowe Theatre is one of the country's leading regional theatres complemented by the rich offering of the Gulbenkian Arts Centre with its cinema, theatre and a powerful youth programme. The Curzon Canterbury showcases independent films from around the world and the Sidney Cooper Gallery is a contemporary arts space in the heart of the city. The nearby Beaney House of Art and Knowledge is an art museum and library.

Canterbury Festival, the Whitstable Biennale and the Folkestone Triennial are just some of the regular events taking place in the region.

Kent is often described as the Garden of England and you will find local produce in cafés, pubs and restaurants: Romney Marsh lamb, cherries, ale from local hops and award-winning wine from Kentish vineyards.

Canterbury is surrounded by some of the country's most attractive landscapes. To the north of the city is one of England's largest ancient woodlands, the Blean, and a few miles away there is the seaside town of Whitstable. Dover Cliffs offer one of the most iconic views in the country.





APPLICATION PROCESS

Applications are to be submitted via the University's recruitment system <https://jobs.kent.ac.uk/CSF-907-24>.

You will be required to complete and submit the application form, including a Supporting Statement section where you will address the essential criteria being assessed at this stage.

In person Interviews are planned for Tuesday 11 June 2024

Deadline

The closing date for applications is 29 May 2024.

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