

## Job Description

### International Promotion Manager

<b>Salary:</b>	Grade 7
<b>Contract:</b>	Full time, ongoing
<b>Location:</b>	Canterbury Campus
<b>Responsible to:</b>	International Student Recruitment Lead
<b>Job family:</b>	Administrative, professional and managerial

### Job purpose

The International Promotion Manager will take responsibility for the delivery of direct student recruitment activity for the international market segments. International student recruitment delivers an essential part of the university's core strategic objectives in achieving enrolment targets and as such this is a role of particular responsibility in the context of a demanding, competitive and complex global market environment.

The postholder will support the International Student Recruitment Lead in implementing the Directorate's responses to changing patterns of demand for global higher education in general and University of Kent programmes in particular to achieve challenging strategic goals. They will contribute to effective planning and anticipate market demands by implementing plans that are proactive and creative. The postholder will contribute to the successful execution of the student recruitment strategy, with particular responsibility for outreach recruitment activity in international markets, and by managing the delivery of the university's international offices. The postholder will work seamlessly in collaboration with the Student Recruitment team and colleagues in the wider Directorate to inform effective and innovative recruitment activity.

### Key accountabilities

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Working with the International Student Recruitment Lead, support the development of the strategy for direct international student recruitment and manage the development and delivery of recruitment plans for regions and markets;
- Deliver the portfolio of activity aimed at the initial engagement and progression of prospective international students delivering creative programming which motivates the application and enrolment choices in order to achieve cohort targets;
- Representing the University at various international student recruitment fairs and events globally, both in person and online offered by government, international schools, education bodies such as the British Council, by foreign governments/embassies, higher education organisations and by commercial providers. Ensure an effective programme of follow up and conversion of interest from these events;
- Contribute to analysis of the performance of international student recruitment strategy in collaboration with Directorate colleagues (eg Finance, Insight, Admissions, Partnerships team and Academic School Partners) and using this detailed understanding, work with colleagues to shape and deliver plans that offer effective responses and solutions for the Kent programme;
- Manage the work of the university's international offices through the relationships with the service providers and individual team members to maximise the recruitment of students via the offices. This will include contract management and the monitoring, reporting and reviewing KPI against agreed targets set for

international office performance, making and recommending adjustments to the contracts and plans in place and providing training and support to team members;

- Gather and share intelligence about markets of interest for international recruitment providing insight reports on the potential of these markets for the university. This includes supporting the work of the Head of Student Recruitment and the International Student Recruitment Lead by contributing insight from markets in fee setting and the work of the Scholarships Panel;
- Work with and support senior University leaderships, Heads of School and academic staff colleagues undertaking international student recruitment activity by providing expert market briefings and collaborating with colleagues and international offices to ensure successful visits;
- Manage budgets and expenditure on international student recruitment activities, ensuring value for money and delivery in accordance with financial regulations and procedures related to international travel;
- On an ongoing basis, work with colleagues and provide data, insight and reporting on outcomes of the recruitment, campaigns and conversion programmes in key markets to ensure recruitment activity for assigned markets is accounted for and is adjusted according to key performance metrics;
- Network with colleagues in other HEIs in respect of best practice in international student recruitment and participate in professional networks, conferences and events, and incorporate learning into strategies and plans.

## Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- The University is operating in an increasingly complex and competitive global marketplace where decisions on strategic direction in student recruitment have significant consequences. As such, the work of the postholder in implementing appropriate, proactive recruitment plans delivered in a timely and fast paced manner is essential to achieving the University's objectives.
- This role is designed to provide a proactive, coordinated engagement with international markets and as such the postholder will require strong communication skills, intercultural sensitivity, a collaborative approach and mindset, and will participate actively to achieve the desired results on a demanding timescale.
- The postholder will need to have a thorough and regularly updated understanding of the various prospective student markets and of the trends in higher education globally, and will contribute to an effective student recruitment plan by virtue of their understanding of key markets through regular travel and consultation with colleagues operating in-country.
- Managing a challenging workload with competing demands and deadlines, including an element of international travel, typically undertaken alone. The postholder will agree objectives and overall priorities with the International Student Recruitment Lead and will be expected to manage travel commitments and work within overall timeframes.

## Facts & figures

The Directorate is under reorganisation at present. This section will be completed when there is a settled position the scope and detail of the Directorate. The international student recruitment team comprises nine professional staff, plus the teams in the University's international offices.

## Internal & external relationships

**Internal:** Within the Directorate: Academic School Partners, Student recruitment colleagues, Partnerships team, Communications, Admissions and Directorate Support services, in particular Finance Officer and Insight Manager. The University's international (in-country) offices; University teams and established project groups particularly involved in

International Student Recruitment such as Development & Alumni and Communications, Strategy and Planning office. In Academic Schools the RAOLs will be key partners, as will those academic staff colleagues who are involved in international activity.

**External:** Prospective students and their parents/influencers, international school counsellors, providers in the international student recruitment and partnership space; key individuals within a network of international contacts and particularly British Council; relevant external HE professional associations such as UUKi, BUILA, UKCISA, ICEF and other related organisations such as Language Schools and Funding bodies.

## Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Regular use of Screen Display Equipment
- Working in isolation
- Conflict resolution
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There may be a requirement to work evenings and weekends
- International travel is a requirement of the role

## Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

### Essential Criteria:

- Educated to degree level or equivalent (A)
- Experience working at an equivalent level in an education industry or related setting (and preferably in higher education) (A, I)
- Understanding of the market for UK higher education and broader context, both internationally and for international students in the UK (A, I)
- International experience and familiarity with the complexities of operating globally in different cultures, ideally in marketing, communications related roles (A, I);
- Evidence of effective negotiation and influencing skills, particularly the ability to persuade and inspire colleagues to work collaboratively to ensure strategic objectives are met (A, I)
- Demonstrated experience with building and maintaining effective partnerships with a range of internal and external stakeholders (A, I)
- Experience of budget and financial management and a strong attention to detail and organisational skills (A, I)
- Experience with using data, conducting market research, providing market intelligence and insight to inform the development and delivery of plans (A, I)
- Ability to prioritise and manage a changing workload and strong skills in working effectively within tight deadlines and having a problem-solving mindset (A, I)
- Ability to deal with changing priorities in the workplace (I)
- Firm commitment to achieving the University's vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research (I)
- Commitment to deliver equality, diversity and inclusivity in the day to day work of the role (I)

### Desirable Criteria:

- Marketing or Communications qualification (A)

- Postgraduate qualification (A)
- Knowledge of or familiarity with UK visa regulations (A, I)

*Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage*