

Job Description and Person Specification

Last updated: August 2022

JOB DESCRIPTION

Post title:	International Recruitment Manager		
Standard Occupation Code: (UKVI SOC CODE)	TBC 242X – Depends on Specialist Area and Key Accountabilities		
School/Department:	International Office, Global Recruitment & Admissions		
Faculty:	Student Experience Directorate		
Career Pathway:	Management, Specialist and Administrative (MSA)	Level:	4
*ERE category:	N/A		
Posts responsible to:	Regional Head of International Recruitment and Partnerships		
Posts responsible for:	N/A		
Post base:	Office-based with significant overseas travel		

Job purpose
<p>To represent the University internationally, raise its international brand and profile, and contribute to the achievement of the University's ambitious targets for international student recruitment and regional partnership development in line with the University Strategy and the International Strategic Plan.</p> <p>Responsibility will be given for determining, planning and implementing the University's recruitment activities in a key region including accountability for allocated budgets and ensuring appropriate return on investment, and overseeing a marketing communications plan for your region (please note: markets may be adjusted from time to time). Recruitment will be to degree-level programmes as well as to inbound study abroad programmes, summer schools and foundation programmes, in addition to working with (international) high schools and agent partners to provide a sustainable and diverse recruitment pipeline.</p> <p>You will also be required to work closely with the Global Mobility team and with relevant International Partnership Managers to support the recruitment pipeline for suitable study abroad and exchange partnerships within your area of geographical responsibility.</p> <p>In undertaking these activities, you will be an effective and supportive member of the International Office team, acting as an ambassador for the University of Southampton both in the UK and overseas.</p>

Key accountabilities/primary responsibilities	% Time
<p>1. Act as the specialist responsible for marketing the University in specific countries.</p> <ul style="list-style-type: none"> • devising recruitment, conversion and partnership strategies for each priority market, bidding for budget, implementing the assigned budget, analysing the success of activities and supporting CRM initiatives across the University. This requires the ability to exercise initiative, work independently using sound judgement and to use innovative thinking. • Travel frequently, according to the agreed market plan to assigned markets, having arranged the itinerary for maximum impact. Preparation for travel should also try to align with sustainability initiatives within the University wherever possible. 	40%
<p>2. Provide specialist market advice and information, practical assistance and encouragement to the University's academic groupings in their international student recruitment and partnership activities.</p> <ul style="list-style-type: none"> • Present convincing market analyses and ability to support colleagues' efforts. • Complete regular reports for a range of audiences to provide statistical and trend analysis, benchmarking activities, market research, horizon scanning and competitor analysis, some of which may be undertaken in conjunction with colleagues from the Policy and Insight team. 	30%
<p>3. To update and maintain internal and external guidance on the equivalencies of local qualifications and to assist schools and admissions staff in applying this information consistently.</p>	10%
<p>4. Build up expert cultural knowledge and market intelligence to inform strategies for the International Office team in advising the University senior management and faculties.</p>	5%
<p>5. Develop long term sustainable relationships with key influencers, developing and maintaining a wide range of contacts with international schools, colleges, universities, funding bodies (including government ministries, embassies, etc). British Council, agents, and University of Southampton alumni and others, as appropriate to the context of the market, in pursuit of the main functions of the post.</p>	5%
<p>6. Contribute, as a member of the Global Recruitment & Admissions department, towards broader initiatives to ensure and implement an excellent applicant and student experience. This includes participation in cross-functional activities such as international student registration, open days, visit days, student recruitment events, confirmation and clearing.</p>	5%
<p>7. Any other duties as allocated by the line manager following consultation with the post holder.</p>	5%

Internal and external relationships
<p>Other members of the International Office and Global Recruitment & Admissions team. External partners, membership organisations and institutions, including senior academic colleagues, ministers and diplomats, the British Council, etc. International agents and representatives Vice-Presidents International and Education Research & Innovation Services, and Legal Services</p>

Special Requirements
<p>Expected overseas travel is 12 weeks per year, however additional international travel may be required. Such travel will require long hours of work whilst maintaining a professional approach at all times. The ability to work independently for long periods whilst remaining a fully contributing member of the team, including with staff/colleagues located across different time zones.</p>

PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge and experience	Skill level equivalent to achievement of HND, Degree, NVQ4 or basic professional qualification.	A marketing qualification or similar CPD activities.	Application
	Experience of supporting international student recruitment.	Evidence of delivery to target in a marketing environment.	Application and interview
	Experience of supporting the development, monitoring and maintenance of university partnerships for the benefit of the broader institution.		Application and interview
	Previous experience of managing budgets.	Previous experience of working overseas.	Application and interview
	Marketing and communications skills, including experience of creating and measuring in-country social media strategies.	Market research and analysis experience. Knowledge and understanding of using a CRM system for recruitment and conversion.	Application and interview
	High level of competence using IT, including the Microsoft Office suite.	Experience of using a range of data analytics to inform strategy.	Application and interview
Planning and organising	Evidence of having developed marketing strategies for international markets.		Application and interview
	Ability to organise own workload under pressures of time, resources and attention to detail.		Application and interview
	Evidence of successful personal management and organisation skills.		Application and interview
Problem solving and initiative	Ability to assimilate a large volume and range of information, provide analysis and proposed actions in relation to markets.	Good numerical skills	Application and interview
	Ability to respond positively and creatively to unforeseen events whilst at home and abroad.		Application and interview
	Creative and entrepreneurial thinking ability.		Application and interview
	Personal management skills to include consistent professional presentation, conduct and attitude.		Application and interview
	Development of own area of specialist responsibility and meeting set targets.		Application and interview

Management and teamwork	Evidence of having managed projects, budgets, and other resources.	Experience of having worked in a multicultural environment.	Application and interview
	Ability to support team members where needed.		Application and interview
Communicating and influencing	Excellent oral and written communication skills, including the ability to present effectively to diverse audiences in an engaging way.	Experience of updating websites and contributing to student- or partner-focussed materials.	Application and interview
	Excellent interpersonal skills and the ability to relate to a wide range of people from many different cultural backgrounds.		Application and interview
	Ability to engender confidence and influence people.		Application and interview
Other skills and behaviours	Ability to successfully work across teams in matrix management environments, so that objectives are fully realised.	Fluency or working proficiency in languages relevant to the region.	Application
Special requirements	Ability and willingness to travel extensively and at short notice.		Application and interview
	Ability and willingness to work long and out of hours.		Application and interview
	A commitment to upholding our equality, diversity and inclusion strategic plan in spirit and in practice.		Application and interview

JOB HAZARD ANALYSIS

Is this an office-based post?

<input checked="" type="checkbox"/> Yes	If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below.
<input type="checkbox"/> No	If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below. Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder.

- HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (eg: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
EQUIPMENT/TOOLS/MACHINES USED			
## Food handling			
## Driving university vehicles(eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
PHYSICAL ABILITIES			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
PSYCHOSOCIAL ISSUES			
Face to face contact with public			
Lone working			
## Shift work/night work/on call duties			

Appendix 1. Embedding Collegiality

Collegiality represents one of the four core principles of the University; Collegiality, Quality, Internationalisation and Sustainability. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

All staff	Behaviour
Personal Leadership	I take personal responsibility for my own actions and an active approach towards my development
	I reflect on my own behaviour, actively seek feedback and adapt my behaviour accordingly
	I show pride, passion and enthusiasm for our University community
	I demonstrate respect and build trust with an open and honest approach
Working Together	I work collaboratively and build productive relationships across our University and beyond
	I actively listen to others and communicate clearly and appropriately with everyone
	I take an inclusive approach, value the differences that people bring and encourage others to contribute and flourish
	I proactively work through challenge and conflict, considering others' views to achieve positive and productive outcomes
Developing Others	I help to create an environment that engages and motivates others
	I take time to support and enable people to be the best they can
	I recognise and value others' achievements, give praise and celebrate their success
	I deliver balanced feedback to enable others to improve their contribution
Delivering Quality	I identify opportunities and take action to be simply better
	I plan and prioritise efficiently and effectively, taking account of people, processes and resources
	I am accountable, for tackling issues, making difficult decisions and seeing them through to conclusion
	I encourage creativity and innovation to deliver workable solutions
Driving Sustainability	I consider the impact on people before taking decisions or actions that may affect them
	I embrace, enable and embed change effectively
	I regularly take account of external and internal factors, assessing the need to change and gaining support to move forward
	I take time to understand our University vision and direction and communicate this to others