

Job Description and Person Specification

Last updated: November 2022

JOB DESCRIPTION

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| Post title: | Agent and EdTech 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: | Head of International Office Operations | | |
| Posts responsible for: | Agent Partnership Coordinator | | |
| Post base: | Office-based with occasional overseas travel | | |

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| Job purpose |
| <p>To represent the University internationally, raising its international brand and profile and contributing to the achievement of the University's ambitious targets for international student recruitment in line with the University Strategy and the International Strategic Plan.</p> <p>To determine, plan and manage the University's network of agents that represent it across the world. This will include accountability for related budgets, management of the University's agent commission process, regular agent reviews in conjunction with other colleagues, and the creation and implementation of a comprehensive training, communication and engagement plan.</p> <p>To manage the University's engagement with, and use of, educational technology (EdTech), aggregators and digital platforms to support international student recruitment channels and to provide students and agents with an excellent applicant experience.</p> |

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| Key accountabilities/primary responsibilities | % Time |
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| <p>1. Develop long-term sustainable relationships with key agents, developing and maintaining a wide range of contacts within each organisation and at all levels to ensure secure and productive engagement (as appropriate to the context of the market and in pursuit of the main functions of the post).</p> <p>Provide specialist advice and information, practical assistance and encouragement, around agent partners to the University's academic groupings in relation to their international student recruitment activities. Update and maintain internal and external data, training and guidance on working with agent partners to University staff, ensuring that this information is understood and applied consistently.</p> <p>Manage staff as required, including setting objectives and targets, ensuring standards and quality of outputs, carrying out appraisals, and supporting professional development.</p> | 25% |
| <p>2. Act as the specialist responsible for proactively monitoring and driving the University's network of agents around the world, ensuring the Code of Practice is embedded in all dealings with agents. This will involve co-devising agent strategies for each market in collaboration with the appropriate regional teams, executing implementation within assigned budgets and measuring agent performance on an ongoing basis.</p> <p>Provide analysis and reports on performance and evaluation, tracking ongoing progress across the recruitment cycle. Regularly evaluate the outcomes of specific agent activities for designated countries/regions together with the Regional Directors, providing statistical and trend analysis, reports on campaign success. Carry out market research for new leads in designated markets and on competitor institutions with the help of colleagues responsible for market research.</p> | 25% |
| <p>3. Manage the University's engagement with, and use of, educational technology (EdTech), aggregators and digital platforms to support the diversification of international student recruitment channels including across a broad range of countries, programmes and subject levels. This will also include responsibility for creating, wherever possible, a seamless interface between external and UoS systems to provide an excellent applicant experience.</p> | 20% |
| <p>4. Oversee and be accountable for all related budgets, processes and data sources managed by the Agents Partnerships team/administrators, to ensure accuracy, relevance, and total compliance.</p> | 20% |
| <p>5. Contribute, as a member of the Global Recruitment & Admissions department, towards broader initiatives to ensure and implement an excellent applicant and student experience.</p> <p>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>6. Any other duties as allocated by the line manager following consultation with the post holder.</p> | 5% |

| Internal and external relationships |
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| <ul style="list-style-type: none"> • Other members of the International Office and Global Recruitment & Admissions team. • Staff in other Professional Services, faculties and academic schools. • International visitors in person, by telephone and via email. • Vice-Presidents International and Education • Research & Innovation Services • Legal Services • External partners, membership organisations and institutions, including senior academic colleagues, ministers and diplomats, the British Council, prospective students, parents and teachers etc. • International agents and representatives. • Aggregators. |

Special Requirements

Exceptional level of attention to detail and ability to work confidently with and apply data strategically. Ability to undertake periods of international travel as and when required, potentially requiring long hours of work whilst maintaining a professional approach at all times. In this unique role within the team, the ability to work independently whilst continually engaging with the wider team is essential.

PERSON SPECIFICATION

| Criteria | Essential | Desirable | How to be assessed |
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| Qualifications, knowledge and experience | Skill level equivalent to degree level with proven work experience acquired in relevant roles and job-related training. | Project and/or event management experience. | Application |
| | Thorough understanding of international student markets and educational experience and the role of agent partners within this. | Experience of working with, or for, EdTech companies or aggregators to support international student recruitment. | Application and interview |
| | Financial administration and budget management experience, taking responsibility for significant financial deliverables/budgets, ensuring operational and cost efficiency. | | Application and interview |
| | Ability to accurately analyse and interpret complex quantitative and qualitative data, presenting summary information and proposed actions in relation to agent partners and aggregators in a clear and concise format. | | Application and interview |
| | Evidence of a strongly developed awareness of customer service. | | Application and interview |
| | Marketing and communications skills, including experience of creating agent engagement strategies. | A marketing qualification or similar CPD activities. Knowledge and understanding of using a CRM system for recruitment and conversion. | Application and interview |
| Planning and organising | Ability to plan and prioritise a range of one's own, and the team's, standard and non-standard work activities under pressures of time, resources and attention to detail. | | Application and interview |
| | Evidence of having developed strategies to support international student recruitment. | | Application and interview |
| Problem solving and initiative | Ability to identify, manage, review and adjust critical processes to meet efficiency and service requirements. | Good numerical skills | Application and interview |
| | Ability to exercise initiative and work independently using sound judgement and innovative thinking. | | Application and interview |
| | Ability to assess trends, opportunities and threats in the markets and to propose appropriate responses | | Application and interview |

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|-------------------------------|--|--|---------------------------|
| | Ability to positively influence stakeholders, both internal and external to the University. | | Application and interview |
| | Ability to ensure staff are clear about changing work priorities and service expectations. | | Application and interview |
| | Ability to work collaboratively with other areas of the university to achieve shared outcomes. | Demonstrated supervisory experience. | 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 and engagingly to diverse audiences. | Experience of updating websites and contributing to student- or agent partner-focussed materials. | Application and interview |
| | Ability to influence through presentation of agency and market analysis. | | Application and interview |
| Other skills and behaviours | Competent in the use of Microsoft Office packages. | Experience of using University systems including: student records system (e.g., Banner/ Discoverer), finance systems (e.g., Agresso), web portal software (e.g, Sharepoint), and CRM software (e.g. Dynamics). | Application and interview |
| | Ability to successfully work across teams in matrix management environments, so that objectives are fully realised. | | Application and interview |
| Special requirements | Ability and willingness to travel and to work long/out of regular office hours when required from time to time, including internationally. | | Application and interview |
| | A commitment to upholding our equality, diversity and inclusion strategic plan in spirit and in practice, and to embedding collegiality. | | Application and interview |

JOB HAZARD ANALYSIS

Is this an office-based post?

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| <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 |
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| 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 |