

Job Description

General Details

Job title:	Regional Manager (China)
School/Service:	International Office, Marketing, Recruitment & Communications
Normal Workbase:	Stoke campus
Tenure:	Permanent
Hours/FTE:	1.0 FTE (37 Hours Per Week)
Grade/Salary:	Grade 8
Date Prepared:	December 2020

Job Purpose

Working closely with the Director of International Recruitment and in close collaboration with the Deans of School and the Associate Deans Recruitment, the post-holder will be responsible for recruitment and marketing activities in a specified global region(s) and will develop and deliver financially viable marketing and recruitment plans and specific campaigns for each country within the designated region. Currently, the designated region is China, although this may change over time.

You will primarily focus on recruiting overseas students through education agents in your region. You will develop and manage the relationship with these agents to ensure that Staffordshire enrolls students through them. You will present the university in an engaging manner and monitor progress with the agents using the university recruitment dashboard. You will also engage with offer holders from your region to help convert them into enrolments. In normal times, these roles entail a high level of travel but in the meantime we are using virtual channels.

Relationships

Reporting to:	Director of International Recruitment and Development
Responsible for:	Designated International Officers and/or Administrative Staff as appropriate

Main Activities

- Reporting to the Director of International Recruitment and Development, to lead and be responsible for developing and delivering an effective international student recruitment function for the specified global region/s (currently China) that is capable of meeting both agreed and stretch recruitment targets.

- To contribute to the University's Internationalisation Strategy and the International Student Recruitment plans, providing strategic direction, marketing tactics and a costed implementation plan for the region/s.
- To provide effective leadership by informing strategic development as it affects the recruitment function for the region/s, using evidence-based reasoning, market intelligence and competitor analysis.
- To work with key individuals within the wider department of Marketing, Recruitment & Communications as well as other professional services - including Corporate Information, Student Academic Services and Collaborative Academic Partnerships - to ensure all International recruitment and development planning and activity is data driven and marketing led, and is properly co-ordinated, particularly in regard to digital marketing, CMA, UKVI and GDPR compliance.
- To provide regular reports to the Director of International Recruitment and the University Senior Leadership Team using data analysis and market intelligence to create persuasive arguments and present new initiatives.
- To liaise with staff in Schools and Services as appropriate to further develop and fine-tune recruitment initiatives and campaigns, to share knowledge and expertise and embed best practice.
- Working to an approved budget, to deploy innovative tactics to drive up recruitment and achieve targets, measuring the effectiveness of activities in terms of return on investment, profile, and enrolments.
- To ensure that all recruitment and marketing activity for the Region and the development of new or ongoing relationships are efficiently resourced and are financially viable.
- To be responsible for effective stakeholder engagement for the Region by developing and utilising strong working relationships with key stakeholders, including agents, government ministries, Cultural Attaches, sponsor bodies, schools, universities, and the British Council etc.
- To represent the University overseas, working to an agreed schedule, including attendance at key recruitment events and conferences as agreed and budgeted.
- To represent the University at international and national forums as required or necessary.
- To represent the International Recruitment Office on internal committees as required.
- To manage and coordinate partnerships activities nationally and internationally including reputation management, working with Schools and Services.
- To support the development of Articulation, Advanced Standing and Progression agreements and relationships with new and existing overseas partners and to manage those relationships as directed by the Director of International Recruitment.
- To actively represent the International Office at School meetings, including School Academic Committees, Senior Management Team meetings, development activities and other related committees/working groups.
- To work with the Registrar and Student Academic Services, the Schools and the Head of Corporate Information to ensure compliance with UK regulation (including the UKVI and QAA) and to support regulatory, external agency and required returns.

- Working closely with the International Admissions team, to ensure that agreed admissions criteria are upheld, that appropriate admissions processes are in place and that these are followed accordingly.
- To work with the relevant Course Leaders and ADRS within Schools and with colleagues within Collaborative Academic Partnerships to ensure effective two-way communication across the University in relation to all and any recruitment activity relating to existing or new overseas Partners.
- To support the Director of International Recruitment and Deans of Schools in developing capacity and capability within the Region to enable wider School engagement in all recruitment and internationalisation activities.
- To exercise a high standard of professionalism and expertise and, working with colleagues, develop an inclusive team-oriented approach to international marketing, recruitment and development activity.
- To deputise for the Director of International Recruitment and Development on matters of marketing and recruitment if or as required.
- To undertake duties other than those specified above as may be reasonable requested from time to time by the Director of International Recruitment.
- To carry out a high standard of relevant Health and Safety Practice.
- To undertake appropriate personal and professional training and development as identified or required.
- The role holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy.
- To undertake other such responsibilities as may reasonably be required.

Special Conditions

This role involves a substantial amount of overseas travel. At least 12 weeks annually is anticipated and possibly more. In addition, some work outside normal hours will be required at certain times of year, including some weekends and evenings when working or travelling overseas and attending special events (such as Open Days and Agent Familiarisation Visits etc).

The role holder will be required to travel between sites from time to time in a cost-effective manner, which may be through the use of a car.

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus, it

must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

Informal Discussion

Should you wish to discuss this vacancy informally before making an application please contact:

Alison O'Donoghue 01782 292776

Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.