



## Job Description

<b>Job Title</b>	International Conversion and Agent Liaison Officer
<b>School/Service/Institute</b>	Marketing, Recruitment and Communications
<b>Normal Workbase</b>	Stoke
<b>Tenure</b>	Permanent
<b>Grade/Salary</b>	Grade 5
<b>FTE/Hours</b>	37 hours per week/ 1.0 FTE

### Job Purpose

Supporting the international recruitment strategy for the University, this role is responsible for a number of key activities within the International Recruitment team, including:

- Multi-channel international student communications (including telephone, online events, email etc) to support conversion activity across touchpoints of the international enquirer and applicant journey
- Co-ordinating, issuing and managing the international agent contracts, and associated processes, maintaining accurate records

### Relationships

Reporting to:	Regional Manager
Responsible for:	N/A

### Main Activities

#### International Conversion

- Work with the Regional Managers to follow up International enquiries for all levels of study at the University. Maximise the number of applications received, via multi-channel communications.
- In conjunction with the Regional Managers, work with International Applicants and Offer Holders for all levels of study to maximise enrolment at Staffordshire University via multi-channel communications.
- Act as the initial point of contact for applicants to fulfil the role of Applicant Counsellor, answering any queries or triaging to the appropriate team to support the international admissions process.
- Organise webinars for academic colleagues to meet their offer holders.
- Liaise with relevant colleagues across Professional Services and Schools to ensure conversion is undertaken in an efficient and effective way.

- Using CRM, provide reports on activity undertaken in relation to conversion.

#### Agent Support and Administration

- Co-ordinate and support the management of contracts for Staffordshire University's International Agent network from key recruiting territories throughout the world using our agent management system.
- Maintain the Agent contact information including contact details, date of issue and expiry of contracts to ensure accurate and valid records for all Agents that Staffordshire University works with and to facilitate agent commission payments.
- Ensure that the University's international recruitment Agent files comply with Staffordshire University's Agent Policy.
- Provide a high level of customer service to agents through the administration of new agent applications, carrying out the necessary due diligence, following up references and preparing the paperwork and contracts for final sign-off by the Director of International Recruitment and Development.
- Work with the University's Immigration Compliance Officer to keep abreast of policy and legislative changes affecting international recruitment and ensure that Agent contracts are managed and maintained in accordance with UK Visa and Immigration requirements.
- Validate the commission payments to Agents based on student recruitment numbers and work with colleagues in Finance to process invoices for payment in accordance with Staffordshire University's finance regulations.
- Provide regular reporting and analysis to the International Recruitment team around agent performance for the University.
- In conjunction with the International Marketing Officer, support the production of appropriate agent newsletters and communications (emails, brochures, presentations) as required.
- Organise visits for agents to Staffordshire University where requested.
- 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. To undertake appropriate professional development and mandatory training activities as identified or required (See Professional Development section).
- 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

#### **Special Conditions**

The postholder will be required to travel and represent the University in the UK and Overseas as required.

There will be a need for the postholder to work occasional weekends to cover marketing and recruitment activities.

#### **Professional Development**

The University will support and encourage the postholder to engage in continuous professional development activities through the YOURCareer@Staffs framework. This

framework supports postholders to identify appropriate development opportunities. Continuing Professional Development (CPD) activity will be recognised by a bi-annual Performance and Development Review (PDR) discussion.

### **Variation to Job Description**

The 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 postholder will be employed by Staffordshire University Services Limited.

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which recruits and provides both academic and professional support staff to the University. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.

### **Application Procedure**

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

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

The University will use anonymous application forms for this role; however, we recognise that applicants may want to include additional information. If you choose to upload any supporting documents that contain identifiable data, your application will no longer be considered anonymous.