



INTERNATIONAL OPERATIONS & STUDENT RECRUITMENT

HEAD OF INTERNATIONAL PARTNERSHIPS & STUDENT RECRUITMENT

RECRUITMENT INFORMATION PACK

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AN EXCITING LEADERSHIP OPPORTUNITY

It's an exciting time to join the International Operations and Student Recruitment Directorate at Edinburgh Napier University. We are a global University, committed to growing our international outreach and partnerships with institutions around the world. We have over 19,800 students from over 130 countries, which includes over 4000 from outside the UK studying with us on campus and a further 5,500 studying an Edinburgh Napier degree overseas. We aim to attract talented students from across the globe and place great importance on our student recruitment activity both at home and overseas.

The Head of International Partnerships and Student Recruitment is a new role that offers a great opportunity to make a difference and develop your career in a dynamic and supportive environment. You will lead teams responsible for both international and UK student recruitment, and work closely with me as part of a small senior team to lead the Directorate and shape the direction of future strategy.

With uncertainties created by BREXIT, the changing dynamics in the home recruitment market and increasing competition globally, there are challenges to face in terms of our ambitions in this area, but crucially Edinburgh Napier has a strong base to build new activity. We are looking for someone who can bring new ideas and continue to build on our successes in attracting students from across globe. We are particularly looking for someone committed to developing meaningful and successful relationships with our network of partners overseas.

We are a University with passion, energy, drive and ambition, characteristics which attracted me to Edinburgh Napier over four years ago. Our culture and interactions with each other are underpinned by our values – professional, ambitious, inclusive and innovative, and we actively promote these across the University.

Thank you for your interest in this opportunity, I would be delighted to hear from you.

Naomi Graham
Vice Principal International

JOIN US TO PLAY
A KEY ROLE IN
DELIVERING
OUR STRATEGIC
AMBITIONS



OVERALL EDINBURGH
NAPIER UNIVERSITY
HAS MORE THAN

19,800

STUDENTS OF

130

NATIONALITIES

95%

GRADUATE
EMPLOYABILITY RATE

TIMES HIGHER
EDUCATION RANKS
EDINBURGH NAPIER IN
TOP

5%

OF WORLD
UNIVERSITIES

EDINBURGH NAPIER UNIVERSITY

"Our vision is compelling – to be an enterprising and innovative community, renowned internationally, with an unrivalled student learning experience"

Professor Andrea Nolan – Principal & Vice-Chancellor

Edinburgh Napier University is a leading, modern university. We create and support personalised learning and research opportunities for students, staff and partners that nurture talent, create knowledge and shape communities around the world.

We trace our origin to the opening of Napier Technical College in 1964, built around John Napier's 16th Century tower house (which celebrated its 500th birthday in 2014). Following the 1992 Higher Education (Scotland) Act, Napier Polytechnic became Edinburgh Napier University in 2009 to more clearly associate itself with the city.

Today, Edinburgh Napier is a university with a reputation and impact that stretches far beyond our shores. Our transnational education programmes make us the largest UK higher education provider in Hong Kong. With strong industry links and an outstanding body of research – more than half of which is rated as world-leading or internationally excellent – we are an increasingly prominent member of the global community.

For tomorrow, we have bold ambitions to grow our academic reputation, deliver an excellent personalised student experience, to build, innovation, enterprise and citizenship, and to internationalise our work. We aim to attract staff, students, researchers and partners with the skills, knowledge, expertise and potential to deliver high quality education, advice and research. In short, we aim to make a positive impact on society and the economy.

Join us and you'll find that we support ambition, recognise achievement and encourage innovation in every one of our people. Working at Edinburgh Napier is beyond a job, it's a future full of progression and reward.

Find out why you should join Edinburgh Napier in the video below.



OUR STRATEGY AND VALUES

Values:

- Professional
- Ambitious
- Innovative
- Inclusive

Edinburgh Napier has six schools:

- School of Applied Sciences
- The Business School
- The School of Engineering & the Built Environment
- School of Arts & Creative Industries
- School of Computing
- School of Health & Social Care

Our strategic objectives are to:

- Grow our academic reputation
- Deliver an excellent personalised student experience
- Build innovation, enterprise and citizenship
- Internationalise our work

By 2020, we want to:

- Grow our student population from 19,800 to 22,600
- Grow our taught postgraduate population from 3,000 to 3,900
- Grow our research postgraduate population from 200 to 300
- Increase student satisfaction to more than 90%
- Grow our Research Excellence Framework submissions from 100 to 200
- Grow the percentage of our academic staff engaged in externally-funded research and knowledge exchange from 16% to 40%.
- Grow our research grant and contract income from £4.6m to £9.1m

We're committed to the creation of an inclusive culture

As a forward thinking institution, Edinburgh Napier University is committed to diversity and inclusion in the workplace. Our gender pay gap is currently one of the lowest in the sector. We support and promote flexible working. As an inclusive employer, we actively encourage applications from women, ethnic minorities, people with disabilities and other underrepresented groups.

[FIND OUT MORE ABOUT OUR STRATEGY 2020 HERE](#)

Shaping our future:

We are currently developing our strategy beyond 2020 and hope that on joining the University you can play an important role in this exciting next chapter for Edinburgh Napier University.

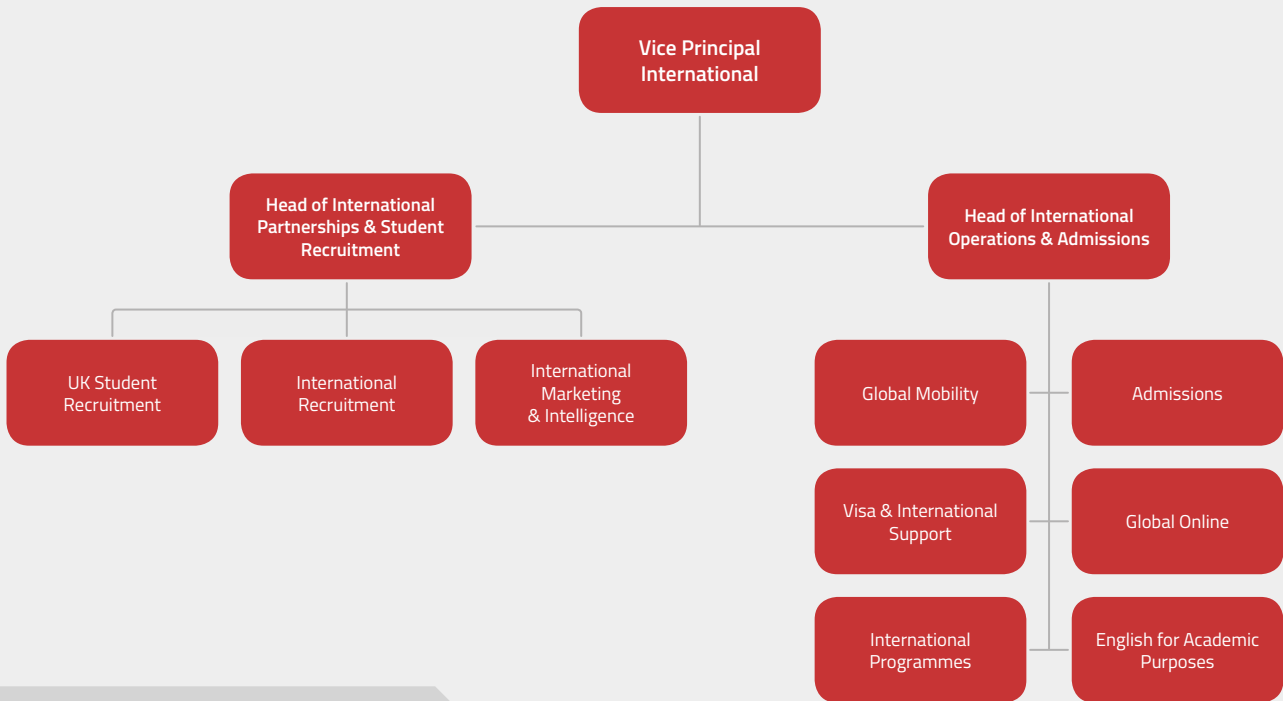
INTERNATIONAL OPERATIONS & STUDENT RECRUITMENT

The International Operations and Student Recruitment Directorate supports the delivery of Edinburgh Napier's Strategy 2020 and Internationalisation Strategy, delivering effective and responsive recruitment, admissions and administration services to support the student journey both in Edinburgh and in conjunction with our partners around the world.

We are responsible for a wide range of activity, which includes UK and international student recruitment and supporting the University's transnational education (TNE) partnerships and Global Online programmes. Our teams are involved in enhancing the student experience through the delivery of professional, fair and transparent admissions, visa, immigration and international support services, as well as the delivery of English language preparation, student exchange and study abroad programmes.

We lead activity to enable the University to meet and exceed important institutional targets for student recruitment, through the development of innovative recruitment and marketing strategies, underpinned by evidence and best practice. The Directorate is made up of nine teams with over 70 staff based in Edinburgh and a network of overseas offices.

The Head of International Partnerships and Student Recruitment is one of two senior leadership roles that provide strategic leadership and line management across our teams, reporting directly to the Vice Principal (International).



5,500
STUDENTS STUDYING
TRANSNATIONAL
EDUCATION (TNE) AND
GLOBAL ONLINE

RECOGNISED AS A
TOP 5%
WORLD UNIVERSITY
BY THE "THE
WORLD UNIVERSITY
RANKINGS" (2018)

88%
OF FULL-TIME
UNDERGRADUATE
COURSES INCLUDE
AN OPPORTUNITY
FOR WORK-RELATED
EXPERIENCE

450
START UPS HAVE BEEN
SUPPORTED BY OUR
IN-HOUSE BUSINESS
INCUBATOR

95%+
OF OUR GRADUATES
ARE IN WORK OR
FURTHER EDUCATION
WITHIN SIX MONTHS
OF GRADUATION

AWARDED
**5 QS
STARS**
FOR TEACHING,
EMPLOYABILITY AND
INTERNATIONALISATION

4,000 INTERNATIONAL STUDENTS FROM **130** COUNTRIES

THE OPPORTUNITY

HEAD OF INTERNATIONAL PARTNERSHIPS & STUDENT RECRUITMENT





This new and exciting role will lead UK and international student recruitment activity across the University; developing and advancing effective international partnerships, and increasing the conversion of applicants through ensuring the delivery of personalised communications.

As Head of International Partnerships & Student Recruitment, you will work closely with the Vice Principal International to identify and develop new transnational education (TNE) partners and strategically manage existing relationships with our network of partners, agents and stakeholders across the world. You will have responsibility and accountability for leading the delivery of the University's international, UK and EU student recruitment strategies and meeting institutional targets for student recruitment.

You will work closely with our six academic Schools to develop innovative student recruitment plans across target markets. Liaising closely with Planning and Finance you will accurately forecast student numbers and associated income, feeding back market intelligence to inform future target setting. You will have overall responsibility for managing three teams, a total of 20 staff based in Edinburgh and four overseas offices located in China, India, Malaysia and Nigeria.

This is an excellent opportunity to join an institution with a strong reputation for international recruitment and partnerships, and ambitions to grow in this area.

With a proven track record of success in international student recruitment and/or marketing/sales, you will bring a strategic outlook with a clear vision and the ability to turn these into key deliverables. As innovative as you are resilient, you should be an accomplished communicator and an experienced manager of people, projects and finances. Together with an open, inclusive visionary style, you should have a sensitivity to cultural issues and a strong personal commitment to customer/stakeholder service.

For a detailed list of requirements, you can read the full role profile [here](#).

BEYOND A LIVING: YOUR REWARDS

Working with Edinburgh Napier University offers much more than a salary at the end of the month. All staff are encouraged and supported in their career development. You will have every opportunity to take on new challenges, develop new capabilities and realise your professional potential. We offer a wide range of benefits, ensuring that your contribution and performance are well rewarded in every way possible:



Lifestyle and Wellbeing

- Flexible working
- Employee assistance programme; staff support and counselling
- Discounted gym memberships; on-site and local gyms
- On-site occupational health
- Cycle to work scheme
- Optional Employee Healthcare from Benenden
- Enhanced maternity and sick pay entitlements



Pay and Savings

- Highly-competitive employer pension, with contribution rates of 20.4% and the option to make additional voluntary contributions
- Nationally-agreed pay increases each year
- Savings and borrowing; provided by First Scottish University Credit Union
- Flexible discounts; shopping, restaurants and other services via 'Premium Benefits'



Development and Inclusion

- A wide range of Learning and Development opportunities
- Annual performance, personal and career development processes
- Staff Inclusion Networks; join our LGBT+, Carers, International and Women networks



Rewards and Recognition

- Senior Managers annual leave; 31+10 fixed
- Internal employee recognition scheme, including annual awards ceremony

FOR A DETAILED LIST OF THE BENEFITS THAT EDINBURGH NAPIER OFFERS, PLEASE CONTACT THE RECRUITMENT TEAM AT RECRUITMENT@NAPIER.AC.UK OR ON 0131 455 5600.

LIVING AND WORKING IN EDINBURGH

Edinburgh is the UK's most prosperous city outside of London, the UK's second largest financial centre and has long held a reputation for high-quality education and academic excellence. While many visit Scotland's capital during its various festivals – particularly during August – the city is one of Europe's great cultural centres, offering a rich heritage all year round. There are museums and art galleries across the city, live music venues, hidden markets and more history than you can possibly imagine, not to mention an astonishing selection of cafes, pubs and clubs.

Edinburgh offers the perfect balance for family life – while it may be a capital city, its various urban villages offer a community feel. Dotted with parks and gardens large and small, the city is home to more green spaces than any other city in the UK. Beyond the city limits, a green belt of countryside gives way to some of Scotland's greatest great outdoors.

As an iconic, prosperous city and the capital of an ambitious, forward-thinking country, Edinburgh is the perfect home for a university like Edinburgh Napier – and the perfect home for people like you.

IN 2017 EDINBURGH WAS
RANKED THE GREENEST CITY
IN THE UK

ESRI UK



EDINBURGH WAS NAMED
THE SECOND-BEST CITY
IN THE WORLD FOR QUALITY
OF LIFE

DEUTSCHE BANK

EDINBURGH WAS NAMED
THE BEST CITY IN THE UK
FOR JOBS GROWTH

DAILY TELEGRAPH

YOUR APPLICATION

For a confidential discussion regarding this opportunity, please contact Kirstin Crabbe on 0131 455 3524 or email k.crabbe@napier.ac.uk

Please visit our [recruitment page](#) to review all our job adverts and details on how to apply.

Closing date for applications will be midnight on Thursday 13 June 2019

Shortlisting will provisionally take place w/c 17 June

Interviews will provisionally take place on 27 and 28 June

Edinburgh Napier University is committed to inclusion, demonstrated through our work in respect of our diversity awards and accreditations (Advanced HE's Athena Swan Charter) and holds Disability Confident, Carer Positive and Stonewall Scotland Diversity Champion status. More details can be found [here](#).



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