


International Officer	
Role Description	

Grade & Salary:	Grade 4
Campus Location:	Sighthill campus
Line Manager:	International Partnership Manager
Line Management Responsibility for:	n/a
Role Summary:	<p>The primary focus of the International Operations and Student Recruitment Directorate is to support the delivery of the wider University 2020 and Internationalisation Strategies delivering effective and responsive recruitment, admission and administration services to support the student journey both in Edinburgh and in conjunction with our partners around the world.</p> <p>Within the International Operations and Student Recruitment Directorate, the International Recruitment Team has core responsibility for the promotion of the University overseas and the delivery of the international recruitment strategy. The team works closely with the Schools to drive recruitment from the identified target markets into key programmes and subject areas across all levels of study at the University.</p> <p>The International Officer will be responsible for the recruitment of international students from within the UK, and designated markets from within non-EU Europe and Eurasia as part of the wider Americas & Europe regional team. This will include developing and managing relationships with a range of stakeholders important to the recruitment process, including education agents, partner institutions, high schools and government agencies.</p> <p>The post holder is also responsible for providing support across the International Recruitment team including responsibility for international enquiries and the CRM system, development of the agent network and international scholarship and discount processes.</p> <p>This post will involve weekend and evening work and travel within the UK and internationally.</p>

Main Duties and Responsibilities

➤	To support the development and implementation of the University's International Recruitment Strategy, with a particular focus on the recruitment of international students from within the UK and designated markets in non-EU Europe and Eurasia as
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	part of the wider Americas & Europe regional team
➤	To plan and attend recruitment events targeted at international students in the UK and to work collaboratively with the UK Recruitment Team and Admissions to develop innovative strategies to increase recruitment from this target market.
➤	To plan and attend recruitment events in non-EU Europe and Eurasia in line with the strategy for this region and to work collaboratively with the International Partnership Manager to grow student numbers from target markets.
➤	To maintain a register for all agent contracts and to ensure that procedures relating to the recruitment, selection and performance management of agents are implemented and kept up to date.
➤	To develop and implement an annual plan for agent communication and CRM, which includes creating an agent newsletter, coordinating visits to campus by agents and developing plans for an annual agent conference.
➤	To manage the application, selection and allocation process for international scholarships across the International Recruitment Team. This will include managing the admissions process for selected government scholarship schemes.
➤	To maintain a register for all international partnership agreements which include a discount or scholarship arrangement and to track the performance of these agreements and monitor the financial implications.
➤	To monitor performance in each designated market, adjusting recruitment plans according to performance, new opportunities and external trends. This includes regularly evaluating the outcomes of recruitment activities and providing statistical and trend analysis on current performance, with assistance from relevant colleagues in Planning and Admissions.
➤	To use the University CRM system to provide timely responses to international enquiries and to ensure that information on key contacts is kept up to date.
➤	To organise and host visits from potential students and key stakeholders to Edinburgh Napier University
➤	To establish and maintain strong relationships with key influencers to the recruitment process. This includes developing and maintaining a wide range of contacts with international schools, colleges, universities, funding bodies (including government ministries, embassies etc.), British Council, agents, and Edinburgh Napier University alumni.
➤	To update and maintain internal and external guidance on the equivalencies of local qualifications and to assist Admissions staff in applying this information consistently.
➤	To work effectively with key contacts in the Schools and other Professional Services
➤	To undertake any other duties as may reasonably be required by the International Partnership Managers or the Vice Principal (International).
➤	Work in line with the University's values Statement which sets out to ensure that the University will be recognised as one which is professional, ambitious, innovative and inclusive. That in our dealings with others we act with respect and integrity and that we will create an environment in which everyone involved with the University feels proud, confident, challenged and supported.

Person Specification

Attributes	Essential Requirements	Desirable Requirements
Education/Qualifications	<ul style="list-style-type: none"> • Educated to a degree level or equivalent OR equivalent relevant experience 	<ul style="list-style-type: none"> • Postgraduate or professional qualification in Marketing or a related field
Experience	<ul style="list-style-type: none"> • Experience in student recruitment, HE marketing, communications or similar areas. • Experience in developing and planning promotional campaigns 	<ul style="list-style-type: none"> • Experience in international student recruitment • Experience in event management • Experience of working in Higher Education
Skills/Personal Requirements	<ul style="list-style-type: none"> • Ability to work to targets • Excellent interpersonal and team member skills, with ability to relate successfully to colleagues, students and those external to the University • Flexible and proactive approach • Excellent oral and written communication skills • Excellent organisational skills including ability to organise own workload and work under pressure to deadlines. • Customer focused approach and sensitivity to cultural issues • IT skills in project planning, excel and data analysis 	<ul style="list-style-type: none"> • Sales related skills • Mandarin speaker (or a second language). • Valid UK driving licence

	<ul style="list-style-type: none">• Ability and willingness to travel overseas and work flexible hours including some evening and weekend work	
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