

International Partnership Manager

Africa, Middle East and South Asia



Role Description

GRADE

Grade 6

LOCATION

Sighthill Campus,
Edinburgh

LINE MANAGER

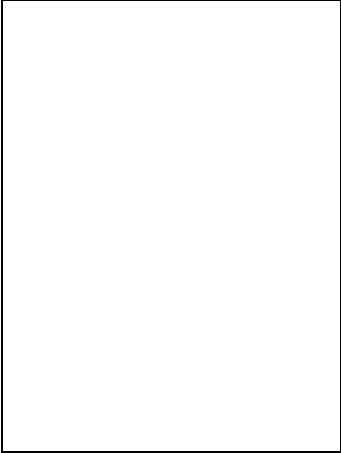
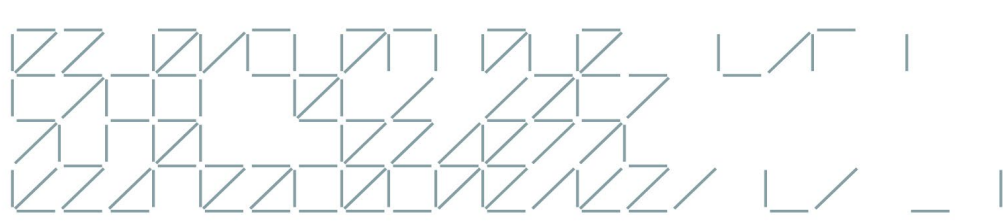
Head of International
Recruitment &
Partnerships

Role Summary

The International Partnership Manager (Africa, Middle East, South Asia) has responsibility for leading and managing international student recruitment and institutional partnerships from three key regions for the University. This includes the development and management of regional recruitment strategies, which contribute towards the University's student recruitment targets.

The post holder will represent the University internationally and develop and manage relationships with our network of partner universities and education agents across the region. Line management of three overseas offices in India, Pakistan and Nigeria, which make up part of the wider regional team for Africa, Middle East and South Asia, is an important aspect of the role.

The International Partnership Manager (Africa, Middle East, South Asia) is one of three senior posts within the International Recruitment Team. The International Recruitment Team is based within International Operations and Student Recruitment professional service directorate. The directorate supports the delivery of the University 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.



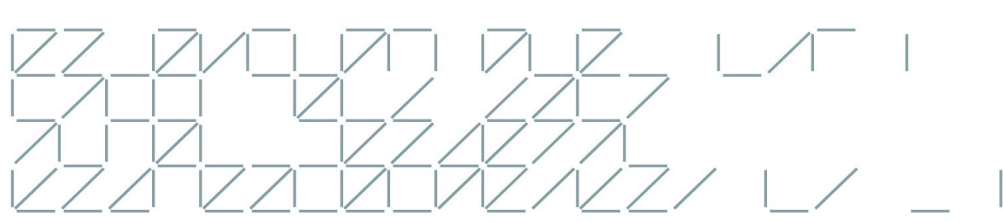
A significant amount of overseas travel is required alongside a flexible and proactive approach. Market responsibilities may change from time to time depending on the University's strategy and external market conditions.

Line Management Responsibility for:

This role has line management responsibilities for an Edinburgh-based Senior International Officer and International Officer, the India Liaison Office (5 team members) based in Hyderabad, Pakistan Office (1 team member) and West Africa Office (2 team members) based in Lagos.

Main Duties and Responsibilities

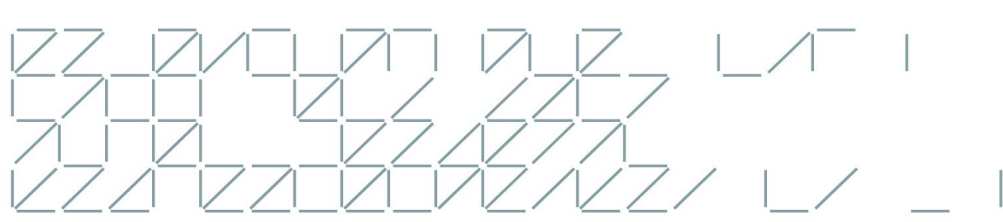
- To lead the strategic development and operational management of the University's international student recruitment and partnership activities in Africa, Middle East and South Asia contributing to institutional targets. This includes the development and management of regional recruitment strategies.
- Leadership and line management of a regional team of staff including overseas offices, with responsibility for driving international student recruitment in designated global regions.
- Plan and manage regional budgets, prioritising spend to maximise return on investment in line with the student recruitment strategy.
- To represent the University on visits overseas to target recruitment and partnership markets, promoting Edinburgh Napier through attendance at overseas education fairs, conferences and individually arranged recruitment and development visits. This includes strategic visits to establish new partnership agreements.
- Develop and manage key relationships with overseas institutions, organisations, and agents, building links and maintaining good relationships to increase on campus student numbers. This includes the management of key partnership agreements and articulations.
- To develop and performance manage the University's agent network in designated regions. This includes selecting and training new agents and maintaining strong relationships with the existing network to drive international recruitment.
- Support the negotiation of agreements and contract terms with institutions, agents, and sponsorship bodies across designated regions, on behalf of the University.
- To support the identification and development of new transnational education (TNE) partnerships in designated global regions, working closely with the Schools to follow up on potential leads and opportunities.
- To work closely with ENU academic Schools to support plans for international student recruitment and TNE activity. This includes advising the Schools on the development of their academic programme portfolio.



- To work closely with the Head of International Recruitment & Partnerships, Director of Student Recruitment & International to input into the Planning process by advising on forecasting and target setting of international student numbers.
- To provide high quality market intelligence, expert knowledge, and data to inform the development of regional and market strategies, and to identify new business opportunities
- To monitor performance in each 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 organise and host visits from institutional partners, agents, and key stakeholders at the University.
- Represent the University at relevant conferences, working groups and regional events, keeping up to date with market trends and maintaining contact with key stakeholders in Scotland and the rest of the UK.
- To lead on cross-cutting projects on behalf of the International Operations and Student Recruitment Directorate
- To work effectively with key contacts in the Schools and other Professional Services.
- 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 will 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.
- To undertake any other duties as required by the Head of International Recruitment & Partnerships or Director of Student Recruitment & International.
- Role model the University's values & behaviours.
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).

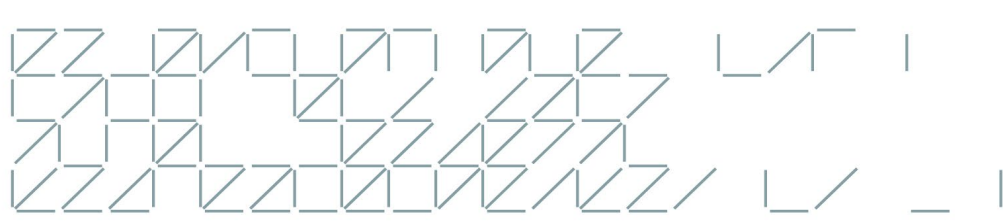
PERSON SPECIFICATION

| | ESSENTIAL | DESIRABLE |
|---|-----------|-----------|
| Education / Qualifications | | |
| <ul style="list-style-type: none"> • Educated to degree level or equivalent | ✓ | |
| <ul style="list-style-type: none"> • Relevant postgraduate or professional qualification | | ✓ |



Skills / Experience

- Extensive demonstrable international student recruitment experience in an education environment ✓
 - Experience of negotiating and managing international partnerships ✓
 - Experience of working in Africa and/or Middle East and/or South Asia ✓
 - Ability to work to targets ✓
 - Excellent interpersonal and team-working skills and the ability to build effective working relationships and a network of contacts ✓
 - Excellent oral and written communication skills, including presentation skills ✓
 - Excellent organisational skills including ability to prioritise competing demands and work to deadlines, in a busy environment ✓
 - Customer focused approach and sensitivity to cultural issues ✓
 - Creative and innovative approach to strategic thinking and problem solving ✓
 - Excellent IT skills in project planning, Microsoft Word, Excel and statistical data analysis ✓
 - Flexible and proactive approach, and high-levels of personal motivation ✓
 - Ability and willingness to travel overseas and work flexible hours including some evening and weekend work ✓
 - Experience of international student recruitment in Africa and/or Middle East and/or South Asia ✓
 - Experience of working within the higher education sector ✓
 - Experience of managing budgets ✓
 - Experience of first line management ✓
 - Sales related skills ✓
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- Fluency (spoken and written) in a relevant second language ✓
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- Project management skills ✓
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