

Senior International Officer



Role Description

GRADE
Grade 5
LOCATION
Sighthill Campus, Edinburgh
LINE MANAGER
International Partnership Manager

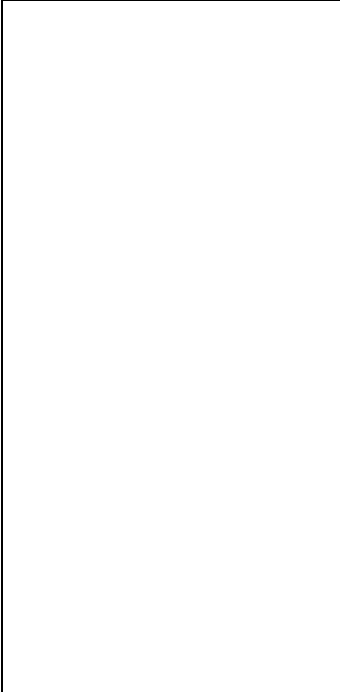
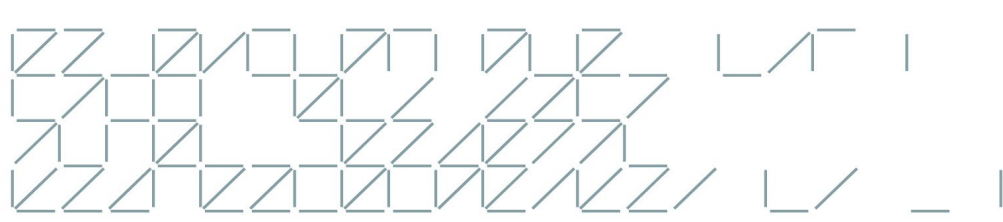
Role Summary

The International Recruitment team is based within the International Operations and Student Recruitment professional services directorate. The IO&SR directorate supports the delivery of the wider university 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.

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.

The Senior International Officer will be assigned to the Americas and Europe region, working under the direction of an International Partnership Manager as part of a regional team to deliver international student recruitment targets across several geographic regions. Market responsibilities may change from time to time depending on the University's strategy and external market conditions.

The post holder will represent the University overseas, develop and manage relationships with a range of stakeholders important to the recruitment process, including education agents, partner institutions, high schools and



government agencies. A specific responsibility will be to lead the recruitment of fee-paying visiting students from the Americas and Europe. This will require supporting the University's external partners and liaising with other internal stakeholders to ensure a positive student experience alongside the International Partnership Manager.

The post holder will also lead on various projects across the International Recruitment team and may act as a team lead on wider Directorate and University projects. Projects of responsibility will be clearly defined and will vary depending on strategy, and team priorities.

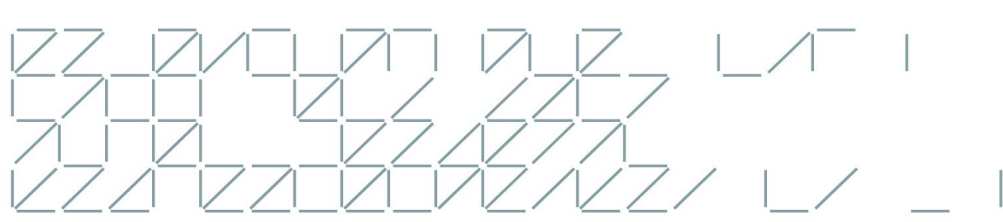
A significant amount of overseas travel is required alongside a flexible and proactive approach.

Line Management Responsibility for:

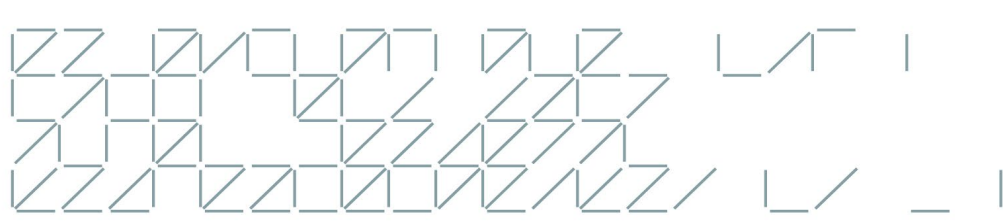
This role does not have any line management responsibilities currently.

Main Duties and Responsibilities

- To lead international student recruitment activity in markets within the Americas and Europe region through the development of innovative recruitment and marketing strategies, aimed at driving international student enrolments to meet University targets. Role model the University's values & behaviours.
- To lead the recruitment of fee-paying study abroad students in the Americas and Europe region, supporting external partners alongside the International Partnership Manager and managing internal processes.
- To lead on various projects across the International Recruitment team, and act as a team lead on wider Directorate and University projects.
- To promote the University overseas through attendance at education fairs, conferences and on independently arranged visits overseas.
- To develop promotional, advertising and PR plans for target markets in collaboration with key identified individuals across the University.
- To develop and performance manage the University's agent network in designated markets. This includes selecting and training new agents, and maintaining strong relationships with the existing network to drive international recruitment.
- 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 Marketing Intelligence and Admissions.
- To organise and host visits from overseas contacts 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 closely with the Enquirer and Applicant Experience team to co-develop a planned series of conversion interventions in designated markets.
- To work closely with the Edinburgh Napier Alumni Development team to support engagement with individual and groups of ENU alumni in the designated regions that will ultimately support achievement of recruitment objectives.
- 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 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.

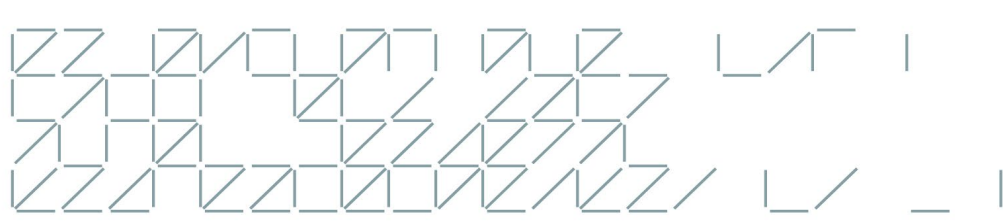


- To undertake any other duties as may reasonably be required by the International Partnership Manager and Head of International Partnerships & Student Recruitment
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University 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		
• Educated to a degree level or equivalent experience	✓	
• Relevant postgraduate or professional qualification		✓
Skills / Experience		
• Significant experience in international student recruitment, with evidence of meeting and exceeding objectives and targets, through a high-quality, results-driven and meticulous approach	✓	
• Experience in marketing and/or sales	✓	
• Proven track record in delivering target sales/recruitment results delivered through multiple recruitment channels, and in collaboration with internal and external stakeholders and delivery partners	✓	
• Understanding of international strategy delivery, as well as of the development of implementation plans and operational activities leading directly to recruitment results	✓	
• Experience of interpreting and compiling high quality statistical reports and project updates, ensuring clarity and actionable insights	✓	
• Experience of contributing to process improvements.	✓	
• 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	✓	
• The ability to build successful relationships and a network of contacts.	✓	
• Flexible and proactive approach, and high-levels of personal motivation	✓	
• Excellent oral and written communication skills, including presentation skills	✓	



• Excellent organisational skills including ability to prioritise competing demands and work under pressure to deadlines.	✓	
• Customer focused approach and sensitivity to cultural issues	✓	
• Creative and innovative approach to strategic thinking and problem solving	✓	
• Ability and demonstrated success in managing complex projects from initiation to completion, ensuring timelines, budgets, and objectives are met while maintaining high-quality standards	✓	
• Ability to solve work-related problems quickly and effectively in a logical and methodical manner, with exceptional attention to detail	✓	
• Excellent IT skills in project planning, Microsoft Word, Excel and data analysis	✓	
• Ability and willingness to travel overseas and work flexible hours including some evening and weekend work	✓	
• Experience in developing strategic alliances with overseas partners		✓
• Experience within the higher education sector		✓
• Experience in relevant international markets		✓
• Sales related skills		✓
• Second language		✓
• Valid UK or US driving licence		✓
• Experience of managing projects		✓