



Writtle COLLEGE

A partner institution of the University of Essex

Department / Faculty:	Marketing
Division of Department / Faculty <i>(where appropriate)</i>	
Role Title:	International Officer
Role Code:	JD104a
Reports to:	Marketing Manager
Directly responsible for:	N/A

Note: All applicants who are offered employment will be subject to a criminal records check from the Criminal Records Bureau (CRB).

This role will be subject to a standard level of CRB Check.

1. Role Purpose
The post will coordinate, develop and drive the College's recruitment of students from UK and international sources.

2.	Principal Duties
2.1	To recruit full cost international students in line with agreed College targets.
2.2	To regularly organise and liaise with overseas agents and partners in order to optimise recruitment opportunities.
2.3	To proactively seek market information, monitoring and evaluating trends; using the information to develop new markets in the EU and internationally.
2.4	To liaise with internal partners regarding the necessary reports and activities to ensure integration of international activities within the College and work closely with the College's academic departments to enhance their understanding of the specific learning needs of students transferring from these overseas systems in order to make the students' time at Writtle College as pleasantly memorable as possible.
2.5	To represent the College overseas, as required, arranging and carrying out visits to countries in the college's target markets in order to implement the marketing plans for those markets: to include exhibitions, visits, presentations, as well as arranged itineraries, promotional material and follow up activity
2.6	To drive the College's corporate objective of increasing the number of international students on all courses, contributing to the implementation of the College's marketing strategy.
2.7	This document outlines the major activities but is not a comprehensive or exclusive list of the duties required and all staff are expected to appreciate that duties may vary from time to time which do not change the general profile of the job or the level of responsibility entailed.

3. Person Specification	
Example of role requirements. All criteria are essential (E)	
3.1	Communication
	To deal with queries from and provide information for institutional representatives and students by phone, email and in person. To be able to communicate effectively and with credibility with colleagues across the College. To write internal and external reports to the expected standard. To be internationally minded and aware of cultural differences in all duties.
3.2	Teamwork and Motivation
	To act as a responsible team member and to develop productive working relationships with other staff. To be self motivated to achieve College objectives.
3.3	Liaison and Networking
	To liaise and network regularly with Writtle College Staff and students and externally with representatives of partner institutions and agents for the purpose of developing and maintaining links. To act as an ambassador for Writtle College at all times and have the presence to be a credible representative for the College.
3.4	Service Delivery

	To deliver a high, and continually improving, level of customer service to students, outside institutions and College staff. To provide a student focussed approach in all duties.
3.5	Decision Making
	To make decisions about students' applications and their suitability to embark on programmes at Writtle.
3.6	Planning and Organising Resources
	To manage own workload and projects. To be financially competent. To ensure that deadlines are adhered to.
3.7	Initiative & Problem Solving
	To act on own initiative and have the ability to find solutions but to know when to refer the issue on internally or externally.
3.8	Analysis & Research
	To produce data relating to uptake of programmes. To carry out other appropriate research about matters such as potential partners, changes in legislation, college policy etc.
3.9	Sensory & Physical Demands
	To be able to work in a busy environment with conflicting demands and tight deadlines to meet. To have high level IT skills including confident use of data bases. To be able to travel in the UK and abroad independently and confidently.
3.10	Work Environment
	A busy, pressure but friendly office environment with an open door policy for students. Independent travel overseas is required.
3.11	Pastoral Care & Welfare
	To provide support for incoming students. Ability to deal confidentially and sensitively with team members. Ability to recognise when a student or team member needs to be referred elsewhere for support and assistance.
3.12	Team Development
	To assist as necessary with new staff and liaise with academic staff and admissions staff.
3.13	Teaching & Learning Support
	To provide some pastoral support and to ensure that all administrative matters relating to a student's academic progress are dealt with. To advise on the suitability of students for particular programmes.
3.14	Knowledge & Experience
	To be educated at least to degree level or equivalent. Direct experience of international student recruitment To have experience of the European Higher Education sphere. A second language would be an advantage but is not essential.
Writtle College is committed to the development of its staff and therefore commitment to continuing professional development will be expected.	
4. Conditions of Service	
4.1	The salary will be in the range of £27,466 - £30,913 per annum paid monthly.
4.2	The hours of work will be 37 per week working 5 days out of 7 generally Monday to Friday, as agreed with the line manager.

4.3	The annual leave entitlement is 25 working days, plus public holidays. Holidays must be taken at times agreed with the Line Manager
4.4	In accordance with College policy the post will be probationary for the first twelve months and will be subject to one weeks notice; increasing as per contract thereafter, given in writing by either side. The appointment is also subject to:
	the National Scheme of Conditions of Service for Local Authorities, Administrative, Professional, Technical and Clerical Service, as from time to time amended and adopted by the College (which may be over-ridden by the College's own internally agreed policies),
	the provisions of the Local Government Superannuation Acts 1937 to 1953, the officer's salary being subject to statutory deductions towards the Superannuation Fund.
	satisfactory references, medical check and Criminal Records Bureau check
4.5	The postholder will take part in the College's review and appraisal scheme.
4.6	The College expects a flexible approach to the working week.

5. Applications

Closing Date for Applications: 24/08/07

Applications should be returned to:
Human Resources Department, Writtle College, Chelmsford, Essex, CMI 3RR
Tel: 01245 424208
Fax: 01245 424285
Email: human.resouces@writtle.ac.uk

Scheduled Interview Date: TBC

6. Agreement (to be signed following discussion with role holder)

It is agreed that this job description is current as at the date below and that, with consultation, it is liable to variation by the College to reflect actual, contemplated or proposed changes to the job role.

Role Holder:	CAPITALS	
Signed (Role Holder):		Date:
Head of Department:	CAPITALS	
Signed (HOD):		Date: