

FURTHER PARTICULARS – REF: CS/ 0304

UNIVERSITY OF DUNDEE

Admissions & Student Recruitment

INTERNATIONAL OFFICER

Grade 7 (£29,837- £36,661)

Responsible to: International Recruitment Manager

Purpose of Post: Plan, manage and implement recruitment activities overseas from specific international markets (including but not limited to North and South America) to assigned performance indicators. Play a key role in developing the University's international activity and meeting strategic internationalisation objectives and targets. Support the Universities Global Programmes activity and administration.

Principal Duties:

1. Develop of a range of innovative mechanisms to meet international recruitment targets and develop networks and partnerships in target countries which successfully advance the University's internationalisation objectives.
2. Represent the University on overseas missions, conferences, international events and on appropriate professional bodies.
3. Plan, manage and implement recruitment activities from specific international markets (including North and South America) within a budget to assigned KPI's and targets utilising marketing and development plans.
4. Together with the University's global programmes team, support key aspects of global programmes activity and administration within the office and in-country.
5. Manage resources for international recruitment and development activities in specific markets and manage operational budgets in line with assigned KPI's and objectives.
6. Provide operational management and monitoring of the network of approved University international representatives including Agents in specific markets.
7. Build close and effective relationships with Colleges, Schools, individual academics and academic support colleagues to remove barriers to international recruitment, agree targets and secure support for action plans in the context of their international recruitment potential. Co-ordinate International activity with College Business Development Managers linking in to the Universities internationalisation strategy and objectives.
8. Contribute to the development and implementation of key projects that progress the University's Internationalisation Strategy by working in partnership with academic units and support services across the University.
9. Analyse market data and risks, produce trend and performance reports, all of which will be used to inform and advise staff at all levels on international opportunities for the University and feed into development plans.

10. In partnership with the Marketing teams, co-ordinate relationship marketing for international activity and the development of publicity and promotional materials for international markets.
11. Build relationships and proactively engage with external organisations (UKTI, SDI, British Council, SUIG), educational institutions (Schools, FE Colleges, Universities) and customers (applicants, parents, prospective students) ensuring service levels are enhanced through surveys and feedback.
12. Proactively contribute to the International Recruitment Team, representing the team internally and externally on relevant groups relating to recruitment, marketing, admissions and internationalisation.
13. Deputise for the International Recruitment Manager as required and represent the University, Directorate and International Office with external bodies including sector groups locally, nationally and internationally.
14. Undertake other additional duties from time to time as necessary.

Person Specification:

	Essential	Desirable
1. Education / Qualifications	<ul style="list-style-type: none"> • Degree 	<ul style="list-style-type: none"> • Relevant professional qualifications and/or proven vocational / sectoral experience • Postgraduate Qualification • Marketing qualification
2. Work and other Relevant Experience	<ul style="list-style-type: none"> • Experience in a student recruitment or a sales / marketing role, with evidence of meeting and exceeding objectives and targets • Evidence of developing and maintaining partnership opportunities. • Knowledge and understanding of the international environment and how it relates to Higher Education • Competent user of IT/Microsoft Office – especially skilled in using Word, PowerPoint and Excel packages • Experience of interpreting and compiling statistical reports. 	<ul style="list-style-type: none"> • Previous international student recruitment experience within the University sector. • Experience of working in international markets including North and South America • Marketing and Design skills • 2nd / 3rd language • Financial and resource management experience with evidence of working to constrained budgets

<p>3. Personal Qualities</p>	<ul style="list-style-type: none"> • Excellent time management, organisational and planning skills. • Evidence of ability to communicate effectively with all stakeholders, utilising cultural sensitivity and diplomacy • Evidence of strong interpersonal skills and the ability to negotiate and influence • Excellent presentation, oral and written communication skills • Inventiveness, creativity and a capacity to identify new opportunities. • Ability to work under pressure and meet deadlines • Flexibility and adaptability to undertake other duties at short notice 	
<p>4. Other</p>	<ul style="list-style-type: none"> • Willingness to work out of hours as required by the post • Experience of and willingness to undertake extensive travel (at least 12 weeks) involving extended periods of time working away from the office, in challenging environments and often involving lone working • Full clean driving license 	