



Royal Conservatoire
of Scotland

Job Description

Job Title	International Student Recruitment Officer
School/Department	Student Recruitment Team
Job Holder	
Responsible to	Student Recruitment Manager
Date	June 2014

1. Job Purpose

Your main purpose is to implement key aspects of the Royal Conservatoire of Scotland's Student Recruitment Strategy, in relation to targeted international markets, with the aim of increasing the number of international students recruited to the Conservatoire, increasing the number of high quality applicants and improving conversion of applicants to matriculating students at undergraduate, postgraduate and study abroad level.

Working with the Student Recruitment Manager and colleagues within the Royal Conservatoire of Scotland, you will be responsible for promoting the Conservatoire in a number of targeted international markets to prospective students and the people supporting prospective students in choosing to apply to a conservatoire; encouraging high quality international applicants to apply to the Conservatoire; helping to ensure recruitment targets are met; identifying potential partnership/collaborative and study abroad/exchange opportunities; and raising the profile of the Conservatoire to partners, influencers and stakeholders internationally and in the UK.

OUR VISION IS TO:

- Create the future for performance

OUR MISSION IS TO:

- Be the place where developing artists from across the world converge to become the artistic leaders of tomorrow
- Create, in Scotland, a crucible for artistic innovation and creativity in performance and production

- Become integral to evolving national strategies and initiatives for widening access to life-long learning in and through the performing arts

OUR VALUES ARE, WITHIN OUR LEARNING AND ARTISTIC COMMUNITY, TO VALUE:

- Each other
- Creativity
- Integrity
- Equality and diversity
- Passion for performance

OUR OBJECTIVES ARE:

As a world-leading Conservatoire, we aim to:

- 1) Provide each student with a unique, individualised and transformative learning experience, which will enable them to make a contribution in the world as artists, educators, advocates and citizens.
- 2) Achieve excellence in learning, teaching, performance and research
- 3) Develop national and international partnerships which will enrich our artistic and academic activities, improve our operational effectiveness and enhance our national and international reputation.
- 4) Become integral to evolving national strategies and initiatives for widening access to life-long learning in and through the performing arts
- 5) Embed equality and diversity and enhance the quality and sustainability of every aspect of our operation.
- 6) Through all of the above, to enhance our position and profile as a world-class artistic learning, teaching and research community.

<h2>2. Duties and Responsibilities</h2>
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As a member of the Student Recruitment Team, you must be an outgoing and proactive team player who enjoys working closely and effectively with a variety of people, often working to specific deadlines.

You will be required to:

- Implement the strategic development and operational management of key aspects of the Royal Conservatoire of Scotland's international student recruitment effort, with the aim of increasing the profile of the

Conservatoire and the number of international students applying to the Conservatoire

- Have operational responsibility for defined international regions and for planning and organising student recruitment activity in those regions as determined by the Student Recruitment Strategy and the Student Recruitment Manager
- Liaise with colleagues in School of Music and School of Drama, Dance, Production and Screen to coordinate academic activity and raise awareness of recruitment strategies
- Extend the current provision of market intelligence and information on agreed regions to the Student Recruitment Manager and other colleagues in the Conservatoire
- Lead an active outreach programme in defined international regions e.g. representing and / or identifying the appropriate representative of the Conservatoire to deliver outreach opportunities and co-ordinate visits to meet with existing and potential partners
- Liaise with and develop excellent working relationships with relevant education institutions e.g. overseas education agents, embassies, sponsorship bodies, educational partners such as study abroad and exchange partners
- Identify opportunities for partnerships and collaborative working with relevant institutions, with a view to encouraging income generation opportunities
- Develop and manage a network of overseas representatives in specific designated regions
- Prepare and deliver bespoke presentations to a range of audiences, including potential students and their parents/carers and staff in schools and colleges to ensure the most effective recruitment approach
- Coordinate and deliver visits and events - both to the Conservatoire and externally - by individuals or groups of prospective students and their influencers e.g. open days, tours, educational advisors' and/or parents' events and other events, as required
- Ensure effective liaison with Academic and Administrative Support (AAS) in the delivery of the Student Recruitment Strategy, particularly in relation to international student recruitment initiatives
- Review and evaluate recruitment activity in designated markets/regions, including the analysis of statistical data and produce market reports to inform future student recruitment initiatives in those regions
- Develop and maintain an effective and integrated database of key contacts.
- Hold dedicated budgetary authority for specific projects and/or geographic regions, as designated by the Student Recruitment Manager
- Liaise with key partners such as the British Council, Education Scotland and other appropriate organisations to develop links, increase market knowledge, identify funded opportunities and raise the profile of the Royal Conservatoire of Scotland

- Represent the Royal Conservatoire of Scotland in relevant collaborative activities or working groups with colleagues from other HEIs and Colleges in Scotland and the UK
- In conjunction with the Student Recruitment Team, ensure that all marketing and promotional material is fit for purpose and up-to-date, including contributing to the maintenance of the international section of the website and ensuring full utilisation of social networking opportunities with other members of Marketing, Communications and Academic Administration and Support
- Support the Student Recruitment Manager in developing the content and design of the prospectus and other recruitment tools and/or marketing materials by providing relevant information where appropriate
- Actively engage with international alumni to ensure that the Conservatoire has an effective network of alumni, enhancing our reputation. Engage alumni for student recruitment events/fairs and keep alumni advised of events in their locality in relation to student recruitment
- Whilst the focus of the post is on international student recruitment, this does not preclude involvement in UK and EU recruitment, as required
- Participate in the Conservatoire's goals setting and career review process
- Such other duties as may be required from time to time by the Student Recruitment Manager

General Responsibilities (all staff)

(a) Health and Safety

- To take care of your own health and safety at work and that of other persons who may be affected by your work activities
- To apply at all times best practice in health and safety. You must safeguard the health and safety of all persons affected by the work activities you supervise at any premises you have control over
- To work in the safe manner in which you have been trained and instructed and to advise your line manager of any health and safety issues you become aware of
- To familiarise yourself with the detail of the Conservatoire's Policies and procedures and to ensure adherence

(b) Use of equipment and other appliances

- To take fullest care in handling, operation and safeguarding of any equipment, vehicles or appliance, used or issued by the Conservatoire or provided or issued by a third party for individual or collective use in the performance of your duties

(c) Dignity at Work and Study

- To uphold the Conservatoire's Dignity at Work and Study policy and practices and to treat all colleagues, students and contacts with respect and in accordance with the values of the Conservatoire
- To promote and deliver excellence in services that value all staff and students.

(d) Personal Development

- To continuously enhance best practice in your area, undertaking training and Continuous Professional Development as appropriate

(e) Information Technology

- To implement security measures to protect against unauthorised access to, alteration or disclosure of information held on computer and to ensure adherence to the principles of the Data Protection Act and appropriate IT policies and procedures
- To undertake any training in the operation of new technologies and associated systems as required

f) Values

- To promote and adhere to the Conservatoire Values

3. Scope of the Job

Financial:

You are required to manage and monitor any designated allocation of budget for international recruitment activities, as determined by the Student Recruitment Manager.

Staff:

You are required to work closely with the UK/EU Student Recruitment Officer, Short Courses Recruitment and Marketing Officer and other members of the Communications and Marketing teams

4. Context

Operating Environment:

Internally, the Conservatoire is an intense, student-centred environment in which students are regarded as professionals in training. Performance is the Conservatoire environment.

Framework and Boundaries:

As a member of the Student Recruitment Team, you will be required to work within the Conservatoire Strategic Plan, the Conservatoire Regulations, Health and Safety Regulations, Policies and procedures and Quality Assurance processes required by the Conservatoire as well as the appropriate departmental policies. You will be expected to actively engage in

health and safety and to be responsible for your own health and safety in the course of your work.

Organisation:

A copy of the organisation structure overview is attached.

5. Relationships

Line Manager: Student Recruitment Manager

- Regular meetings with Student Recruitment Manager to discuss on-going projects within the department and discuss any issues arising
- Regular collaboration with the rest of the Student Recruitment Team to discuss and allocate tasks, workload and any queries that have arisen.

Staff Management:

Not applicable

Other Contacts:

a) Within the Conservatoire:

- Close liaison with colleagues in the Marketing Team, Admissions and Academic Support, the Welfare and International Student Experience Advisor, the Principal's Office, the School of Music and the School of Drama, Dance, Production and Screen
- Regular contact with all academic staff and students

b) Outside the Conservatoire:

- Potential students, applicants and their parents/carers
- Liaison with agents, referrers and relevant international organisations as appropriate
- Liaison with counterparts in other Conservatoires, HEIs, schools, colleges and other relevant educational institutions as appropriate
- Liaison with alumni, college counsellors, teachers & advisors etc.
- External providers and suppliers

6. Knowledge and Experience

Although the under-mentioned qualifications are desirable, equivalent skills and experience may be deemed equally acceptable.

Qualifications:

Essential

- Degree-level or equivalent and/or relevant experience

Experience:

Essential

- Some demonstrable experience in developing, delivering or managing international activities such as education marketing, student recruitment, admissions or study abroad/exchange activities, gained in an HEI or a relevant field
- Some experience and/or understanding of international education and recruitment markets and of Scottish Higher Education
- Some demonstrable experience of coordinating or managing multiple tasks/activities/projects
- Ability to develop a rapport with young people from different nationalities and backgrounds and their influencers and to relate to them in a culturally appropriate manner
- Clear and accurate communication skills, verbally, in writing, by e-mail etc. with a wide range of people including prospective students, senior managers, members of the public and people from a variety of cultural and linguistic backgrounds
- High levels of literacy and numeracy, including the ability to manage paper and electronic information and records clearly and accurately
- Excellent customer care skills and a flexible and enthusiastic approach to work; able to represent the Conservatoire in a positive manner with a wide range of stakeholders
- Ability to deal with confidential matters and situations with sensitivity and discretion
- Effective time management skills, including punctuality, ability to set and work to deadlines, and to work calmly under pressure
- Ability to use Microsoft Office software (Word, Excel, Access, Power Point etc.)
- Experience of using Raisers Edge or equivalent
- Some demonstrable experience of writing for the web and/or using digital communications with specific target audiences
- Some demonstrable experience of producing print and/or marketing materials

Desirable experience, skills and attributes

- Postgraduate qualification in Marketing or a related field
- Knowledge of/interest in the arts and the cultural & creative industries
- Experience of working in international contexts
- Experience of co-ordinating or managing events/projects/performances

7. Complexity

You are expected to work within an inter-disciplinary context and needs to be able to deal with a wide range of staff.

The continuing changes in legislation relating to international students and Conservatoire policies and procedures relating to Admissions require an ability to understand and keep up to date and informed of complex issues.

8. Additional Information

You will be expected to travel extensively throughout the UK and internationally and to occasionally work unsocial hours, including weekend work and prolonged stays away from home.

A valid passport and eligibility for relevant visas for agreed countries is required.

A current, clean driving licence is also required (it is a condition of the post that a valid driving licence is held throughout the period of appointment).

The Royal Conservatoire of Scotland has a policy on widening access, and has instigated a number of initiatives aimed at increasing participation from students from under-represented groups.

9. Confirmation of Acceptance

I hereby accept the above Job Description in accordance with the conditions and grading laid down in the terms and conditions of employment.

Signature: Date:

Jackie Russell – Director of Human Resources
On behalf of the Royal Conservatoire of Scotland

Signature: Date:

Name