International Student Recruitment Officer

<table>
<thead>
<tr>
<th>Job Reference:</th>
<th>2403</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department:</td>
<td>Student Recruitment</td>
</tr>
<tr>
<td>Grade/ Salary:</td>
<td>Grade 6 33,638 - £36,443</td>
</tr>
<tr>
<td>Contract Type:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Hours:</td>
<td>Full time - 35 hours</td>
</tr>
<tr>
<td>Location:</td>
<td>New Cross, London</td>
</tr>
</tbody>
</table>

Closing date for applications: **23:59 Thursday 16th May 2019**
Interviews: **23rd May 2019**

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.
Goldsmiths

Goldsmiths, University of London, is proud of its reputation for innovative and challenging thinking across its wide range of disciplines. One of its major strengths is its interdisciplinary ethos - the way in which departments, centres and units interrelate to offer new perspectives and insights.

Goldsmiths aims to be a true ‘Learning Organisation’. Staff are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student and staff experience.

Professional Services support knowledge production through a framework of professional support to the academic departments, enhancing the staff experience and supporting the research endeavours that have impact all over the world; enhance the student experience through co-curriculum activities and direct services that offer (for example) pastoral, wellbeing and financial support; help ensure that the Goldsmiths’ community is well placed to serve and contribute locally in London and across the world, through a communication strategy supported by professionals who can relay the Goldsmiths mission to prospective and current students, our alumni, and to prospective staff; and, through all of these activities, combined with a focus on highly effective ways of working, contribute to Goldsmiths' long-term financial sustainability.

Goldsmiths’ Professional Services work collaboratively with each other and with academic colleagues and the Students’ Union to deliver effective systems, processes and staff development opportunities to serve the College to the highest professional standards and ensure it has the support structures and systems in place to thrive.

The Directorate
The student experience is at the centre of everything we do here at Goldsmiths. Whether it be through our research inspired teaching, an ever innovative curriculum or vibrant extracurricular and support offering, we have an unshakeable commitment to improving the experience of our diverse population.

The Student Experience Directorate is the part of Goldsmiths Professional Services that leads on the development and provision of outstanding student facing services. The directorate is responsible for ensuring that every student at Goldsmiths has an excellent student experience.

The Directorate is made up of five areas:

1. Student Recruitment
2. Student Administration
3. Student Support Services
4. Library Services
5. Careers & Employability
6. Student Engagement

This role is based within Student Recruitment

Working collaboratively the directorate aims to attract the best talent possible to Goldsmiths, to steward them through from enquiry to application and enrolment, and the subsequently into their student experience and to support them to be successful students and graduates.

The team coordinates a full suite of co-curricular activities in order to develop and support our students and works in partnership with our academic departments.

**The Department**

Goldsmiths has set ambitious targets to grow international student recruitment in its Strategic Plan. The International Recruitment and Global Opportunities team is responsible for realizing these targets and for attracting more international students to
the institution. The team is responsible for operationalising the International Recruitment Strategy and through the use of market insights developing effective market plans. The team undertakes significant amounts of direct recruitment and also manages the global agents’ network. As the home of student mobility in the institution, the team delivers both incoming exchange, in particular the popular Study Abroad programme, and outgoing opportunities – this includes participation in the Erasmus+ programme.

The Role

This role is responsible for increasing numbers of quality international students to Goldsmiths, from within the UK and designated markets assigned to the role, currently Norway. The post-holder will lead on UK International recruiting primarily to our undergraduate provision, from careful management of the UK channels and pipelines; specifically, UK-based agents, private pathway providers (PPPs), international schools and colleges; by developing progression agreements and monitoring applicants and enrolments. The post-holder will also build recruitment to Goldsmiths post-graduate provision through the careful management of UK-based agents and post-graduate foundation providers. The post-holder will attend recruitment exhibitions and events; maintain excellent communication with UK based agents through visits, Skype, phone calls and mobile messaging; deliver pre-departure and conversion events; make presentations in International schools; organise academic visits, talks and interview sessions in PPPs and colleges; organise and managing visits from groups of international students to Goldsmiths; manage and monitor incoming enquireries and applications from prospective students; coordinate on-campus student facing international activities; develop CRM campaigns with a range of stakeholders and support Goldsmiths Admissions team in the processing of applications and offers.

The post-holder will also be pivotal in supporting product development and marketing for the English Language Centre and its portfolio of preparation programmes.

Through their work with language schools, colleges and PPPs the post-holder will be expected to develop a detailed knowledge of the UK pre-degree market including English language, UG and PG foundation and IY1 providers, and to use this to support product
development of Goldsmiths English Language Centre’s pre-master, undergraduate foundation and pre-sessional English offer.

The post-holder will also be expected to support the project management of Goldsmiths agent conference, support the delivery of International Welcome Week, and undertake other ad hoc market research and project work as required in support of international recruitment team initiatives.

With a personable nature, good commercial acumen and a demonstrable passion for international activities within Higher Education the role holder will have opportunity to develop an excellent knowledge of student marketing and recruitment and to demonstrate this through end to end management of UK partner and progression agreements, managing agent contracts and performance, and developing recruitment activities and campaigns, as well as the management of international projects and events.

**Geographical remit:** This role is UK based and is responsible for the recruitment of UK based international students and students from Norway. There will be on occasion, be opportunities to cover overseas recruitment events on behalf of the wider team and the post-holder should be willing and able to travel internationally, but the mainstay of the role is currently UK based.

**Reporting to**

This role reports to The Deputy Head of international recruitment & Global Opportunities.

**General Duties:**

- Assist with budget monitoring and reporting for recruitment activity;
- To promote the activity of the Goldsmiths International team by working across professional service departments, academic departments, the Student’s Union and external stakeholders;
- Contribute to the ongoing planning and implementation of excellent services for the enhancement of the student experience at Goldsmiths;
- Be committed to personal professional development, to ensure highest quality of
service to students;

- Contribute to excellent communication between the Goldsmiths International team and other SED teams;
- Contribute to team work to ensure business continuity within the team following the failure of, or damage to, vital services or facilities;
- To support and contribute to the delivery of frontline services – including attendance at events including Open Days, Ceremonies and Corporate Events.

**Specific Duties:**

The post holder is required to carry out the following duties:

- Assume lead responsibility for the recruitment of International students from the designated marketed attached to the role, including those already in the UK through targeted schools, colleges and private pathway provider liaison work, the development and oversight of partnership and progression agreements, and working with UK-based international recruitment agents;
- Design and implement effective marketing & recruitment plans for designated markets, and produce annual operational plans in advance of each cycle; Effectively manage a budget for this activity and review value for money;
- Build and maintain excellent relationships with a network of UK international schools and colleges to feed into Goldsmiths UG degree provision, and identify ways to build recruitment to Goldsmiths postgraduate provision from among the pool of UK international graduates;
- Build and maintain excellent relationships with our international recruitment agents in the designated markets, and, through the effective management of the agent contract and commission agreement, and effective stewardship of agent-generated applications and enquiries, ensure Goldsmiths remains a valued partner for our agents;
- Build and maintain excellent relationships with a network of UK international schools and colleges to feed into Goldsmiths UG degree provision, and identify ways to build recruitment to Goldsmiths postgraduate provision from among the pool of UK international graduates;
- Participate in a range of national and international recruitment events, including
attending recruitment exhibitions, schools and college visits, making presentations on issues in relation to study at Goldsmiths, visiting agents in UK and overseas, delivering offer-holder events, pre-departure briefings and conversion activities;

- Maintain oversight of agent applications, offers and enrolments, and monitor applications coming via schools and college links, working closely with admissions colleagues to streamline processes in relation to admission and enrolment of these students and effectively manage the relationship with agent and feeder school/college;

- Work closely with the English Language Centre (ELC) on product development and marketing whilst supporting our network of UK-based agencies to develop the pipeline of students into our ELC pathway and preparation programmes.

- Work closely with the English Language Centre using insight into the UK pre-degree market including English language, UG and PG foundation and IY1 providers, to support product development and marketing of Goldsmiths pathway and pre-sessional English offer.

- Project-manage key International projects such as Goldsmiths agent conference, senior staff International trips, partnership agreements and provide support to International Welcome Week and other projects as required;

- Lead on designated activities during international welcome week and other initiatives designed to enhance the international student experience;

- Work closely with the international recruitment manager (team lead for marketing), to co-ordinate and develop international marketing and conversion initiatives;

- Organise and host visits to the College for groups of potential students and their advisors, including liaison with academic staff and with support staff, participating as required;

- Undertake ad hoc research and reporting where required by Head and/or Deputy Head of International Recruitment;

- Work closely with and engage academic colleagues in recruitment activity by, for example, arranging school presentations, webinars and subject-specific talks;

- In addition you will be required to undertake any other duties as may reasonably be required;
- At all times to carry out your responsibilities with due regard to the College Code on Equality and Diversity / Dignity at Work Policy;
- At all times to help maintain a safe working environment by attending as necessary and following the College’s Health and Safety Codes of Practice and Policy.

**Person Specification**

Detailed below are the types of qualifications, experience, skills and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with this criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application you meet the essential criteria categorised below, you will not be invited to interview. The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

- A = Application form  
- C = Certificate  
- I = Interview  
- R = Reference  
- T = Test  
- P = Presentation

<table>
<thead>
<tr>
<th>Essential Criteria 1 – Qualifications</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>A bachelor degree or equivalent education/professional experience;</td>
<td>A,C,I</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Essential Criteria 2 – Experience</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant administrative experience ideally gained in the higher education/pathway provider sector including operational planning and managing budgets;</td>
<td>A,I,R</td>
</tr>
<tr>
<td>Experience of events planning and logistics, demonstrating excellent organisational skills and attention to detail</td>
<td>A,I,R</td>
</tr>
<tr>
<td>Essential Criteria 2 – Experience</td>
<td>A,I,R</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Experience of developing digital marketing plans, including using social media for recruitment and conversion purposes</td>
<td>A,I</td>
</tr>
<tr>
<td>Experience of working overseas</td>
<td>A,I</td>
</tr>
<tr>
<td>Experience of managing projects ideally in a higher education context;</td>
<td>A,I,R</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Essential Criteria 3 – Knowledge</th>
<th>A,I,R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of the education system and market for international students in the regions associated with this role</td>
<td>A,I,R</td>
</tr>
<tr>
<td>Knowledge of the UKHE landscape with regard to international student recruitment and UKVI</td>
<td>A,I,R</td>
</tr>
<tr>
<td>Knowledge of the international student journey including application and admissions processes to UK Higher Education</td>
<td>A,I</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Essential Criteria 4 – Skills</th>
<th>A,I,R,T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent intercultural communication skills – including written skills, networking skills, public speaking and presentation skills;</td>
<td>A,I,R,T</td>
</tr>
<tr>
<td>Excellent account management skills – able to build and maintain excellent relationships with a wide range of internal and external stakeholders including students, parents, schools/college counsellors, recruitment agents, academic and professional services colleagues</td>
<td>A,I,R</td>
</tr>
<tr>
<td>Able to source, manipulate and effectively interpret data from internal and external sources, to produce reports and regional marketing plans</td>
<td>A,I,R</td>
</tr>
<tr>
<td>IT literate and familiar with Microsoft, Word, Excel and Power-point.</td>
<td>A,I,R</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desirable Criteria 4 – Skills</th>
<th>A,I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience of developing and implementing student recruitment strategies and action plans, and monitoring and evaluating their success</td>
<td>A,I</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Essential Criteria 5 – Additional Attributes</th>
<th>A,I,R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proven ability to deal with a varied and complex workload;</td>
<td>A,I</td>
</tr>
<tr>
<td>Ability to work both independently and as a committed team member;</td>
<td>A,I,R</td>
</tr>
<tr>
<td>Strongly developed people skills, with an ability to deal with a wide range of people within a complex organisation, securing agreement and a sense of common purpose.</td>
<td>A,I,R</td>
</tr>
</tbody>
</table>
Ability to promote the University with enthusiasm and integrity to applicants and their advisors as well to external organisations; A,I,R

Willingness to travel at a national and international level. All members of the recruitment team may be expected to spend up to 14 weeks per year travelling. You should therefore have no restrictions on travelling throughout the world and restrictions on travel must be declared prior to interview A,I

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.

For more information about the role, please contact Hamid Gharda, Deputy Head of International Recruitment and Global Opportunities tel: 0207 896 2731, e-mail: h.gharda@gold.ac.uk
Summary of Benefits

If you choose to work with us, you’ll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

You’ll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme
- Access to exclusive discounts, including high street retailers
- Maternity, paternity and adoption leave and pay and tax efficient childcare voucher scheme
- Contractual sick pay provision
- Free eye tests
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site dining facilities and gym
- Access to University of London facilities such as Senate House Library

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about.

We can supply information in alternative formats for people with a visual impairment or dyslexia. For this please contact hr@gold.ac.uk, or visit www.gold.ac.uk/hr.

Thank you for your interest in working with us, we wish you all the best with your application.