International Recruitment Manager

<table>
<thead>
<tr>
<th>Job Reference:</th>
<th>2524</th>
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<tbody>
<tr>
<td>Department:</td>
<td>International Recruitment and Global Opportunities (Student Experience Directorate)</td>
</tr>
<tr>
<td>Grade/ Salary:</td>
<td>Grade 7/ £38,454 to £42,852 pa including London weighting</td>
</tr>
<tr>
<td>Contract Type:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Hours:</td>
<td>Full time- 35 hrs</td>
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<tr>
<td>Location:</td>
<td>New Cross, London</td>
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Closing date for applications: 23:59pm, **Sunday 28th July 2019**

Interviews: **Provisionally Thursday 8th August 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, 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.

The Professional Services play a key role in delivering Goldsmiths’ Strategic Plan, which rests upon four pillars – knowledge production, student experience, London and the World, and financial sustainability. 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

The role is based within the International Recruitment and Global Opportunities Team within Student Recruitment function.

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 numbers in its Strategic Plan. The International Recruitment and Global Opportunities Team is the department responsible for realising 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 agent network. This is also the home of Go Abroad opportunities within the institution and delivers both outgoing and incoming staff and student exchange including Goldsmiths participation in the Erasmus+ programme, and also managing recruitment to the popular Study Abroad programme.

The Role

Working within Goldsmiths International Recruitment and Global Opportunities team this role will be responsible for the recruitment and conversion of international students to the University.

You will be responsible for planning and delivering student recruitment plans for a number of designated markets and achieving student recruitment targets. You will research your designated markets and work with academic programme leaders and Heads of Department where appropriate to develop effective, budgeted, integrated recruitment plans on the basis of your research. You will carry out overseas promotions, support recruitment agents, develop excellent relations with schools and partner organisations and provide quality market intelligence. You will identify new business opportunities, and where these are in collaboration with other institutions, work with the International Development and Partnerships team and academic
departments. You will manage regional budgets associated with your markets, and engage in the budget planning process, drafting annual operational plans and reviewing spend against these in order to ensure resources are managed effectively. You will also contribute to and if required to do so lead, cross-team projects with a range of colleagues across the team and wider University, to enhance operational and strategic competitiveness.

**Geographical remit:**

This role is responsible for the management of the recruitment of international students from target markets as such it is expected that you will spend approximately 12-14 weeks per year abroad.

**Reporting to**

The role reports to Head/Deputy Head of International Recruitment and Student Mobility.

**Generic Duties:**

- To promote the activity of the Goldsmiths International team by working across SRE, other 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 SRE 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 on campus events including: Welcome Week, International Orientation, Open Days, Graduation Ceremonies and some Corporate Events.

**Specific Duties:**

• Develop and implement effective country marketing strategies for allocated market responsibilities; Review and evaluate the success of recruitment activities, including the compilation and analysis of statistical data and the production of market reports to inform future strategy and programme development;

• Manage, train and support Goldsmiths in-country presence, to include staffing and associated workspace facilities, co-developing regional recruitment strategies and work-plans, logistical support and management, and budget monitoring;

• Effectively plan and manage budgets associated with identified markets, being mindful of value for money and monitoring spending across cycle to ensure effective utilisation and return on investment;

• Provide support, guidance and co-ordination where appropriate for academic departmental-led international student recruitment initiatives in UK and overseas; help to build the network of international champions;
• Represent the University at a wide variety of both on, and off-campus recruitment and conversion events, and undertake all enquiry follow up in timely manner. Research and provide presentations to prospective students, applicants and offer holders, their advisers and relevant organisations;

• Develop and keep up-to-date, an extensive product knowledge and understanding of the University and its programme offering, and provide detailed advice and guidance to prospective students both pre and post application to facilitate application and conversion

• Track and monitor application and enrolments data for target markets and make timely and appropriate actions in response to issues or trends identified;

• Effectively engage with academic and other stakeholders, and secure their support and buy-in for student recruitment initiatives and partnerships activity;

• Liaise with, and provide advice to, the Admissions team;

• Plan and co-ordinate inbound visits to the University, for prospective students and stakeholder groups such as school counsellors, agents, partner institutions, sponsors and study abroad advisors.

• Work closely with the Student Marketing team and Enquiries Manager on marketing and conversion initiatives;

• Commission relevant market insights from the Market Intelligence team;

• Initiate and develop good relationships with British Council offices, British Embassies and Consulates, Governmental offices, NGOs, feeder schools, college counsellors and university partners in the UK and overseas, careers advisors, recruitment representatives and other agencies to enable collaborative agreements between the College and institutions in designated markets;
• Attend conferences, training courses and seminars as required;

• 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 training as necessary and following the College’s Health and Safety Codes of Practice and Policy.

Candidates will be shortlisted on the basis of their application form and how it addresses the skills and experiences detailed in the person specification above. Responses should concisely detail how and when this experience was gained, and be illustrated with demonstrable evidence of achievement against each criteria.

Shortlisted applicants will be interviewed and asked to make a presentation. Further information will be provided to those candidates invited to interview.

References
You should note that Goldsmiths normally contacts referees for those shortlisted without further advice to candidates, unless otherwise indicated. One of your referees should be your current Head of Department or Line Manager.

Appointment to this position will be subject to you obtaining a satisfactory Criminal Records enhanced disclosure certificate and to you having no restrictions on travelling throughout the world
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
- I = Interview
- T = Test
- C = Certificate
- R = Reference
- P = Presentation

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<th>Essential Criteria 1 – Qualifications</th>
<th>Category</th>
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<tbody>
<tr>
<td>Educated to degree level</td>
<td>A, C</td>
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<tr>
<td>Formal marketing qualification and/or an understanding of the principles of CRM and marketing and their application to the higher education sector</td>
<td>A, C</td>
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<tr>
<th>Essential Criteria 2 – Experience</th>
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<tbody>
<tr>
<td>Demonstrable experience and success in recruiting international students in UK higher education context</td>
<td>A, I, R</td>
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<tr>
<td>Relevant administrative and/or marketing experience preferably gained in the higher education sector</td>
<td>A, I, R</td>
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<tr>
<td>Demonstrable experience of developing and implementing successful marketing and recruitment strategies to enhance the recruitment and conversion of international students</td>
<td>A, I, R</td>
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<tr>
<td>Experience of managing projects</td>
<td>A, I, R</td>
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<tr>
<td>Experience of budget planning and forecasting and managing expenditure</td>
<td>A, I, R</td>
</tr>
<tr>
<td>Experience of producing operational plans and reporting</td>
<td>A, I, R</td>
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Experience of using digital media to support recruitment and marketing activities | A, I, R

**Desirable Criteria 2 – Experience**

- Experience of managing people/performance | A, I
- Experience of living and/or significant travel abroad | A, I

**Essential Criteria 3 – Knowledge**

- Able to work with statistics, gather and analyse data, and have the skills to be able to draw comparisons to inform recruitment and marketing strategies | A, I
- Knowledge of the key drivers affecting the student experience and applicant choice | A, I
- Knowledge of key issues in international recruitment to the UK | A, I

**Desirable Criteria 3 – Knowledge**

- Knowledge of international source markets for Higher Education student recruitment | A, I

**Essential Criteria 4 – Skills**

- Excellent communicator – both in writing and face to face; you will be confident public speaking and presenting, demonstrate intercultural awareness and diplomacy, and be experienced in engaging with a variety of audiences. | A, I, R, P
- Excellent planning and organisational skills | A, I, R
- Well-developed IT skills and experience of using a wide range of applications | A, I, R
- Able to work collaboratively with colleagues within and across institutions | A, I, R
- Negotiating, influencing and advocacy skills; able to set and manage expectations and lead discussions to successful outcomes. | A, I, R

**Additional Attributes**

- Essential: A proven ability to deal with a varied and complex workload | A, I, R
- Essential: Willingness to travel. It is expected that you will spend approximately 12-14 weeks per year abroad. You should therefore have no restrictions on travelling internationally or nationally. Restrictions on travel must be declared prior to interview | A, I
- Essential: Commercial acumen and entrepreneurial drive, takes a pro- | A, I, R
active, strategic and customer-focused approach

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<tr>
<th>Essential: Able to demonstrate capacity for new and independent thinking and problem-solving in a marketing/recruitment setting.</th>
<th>A, I, R</th>
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<tr>
<td>Essential: Able to work both independently and as part of a team/directorate</td>
<td>A, I, R</td>
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<td>Essential: A positive and flexible approach to work.</td>
<td>A, I, R</td>
</tr>
<tr>
<td>Essential: Able to promote the University to applicants and their advisors as well to external organisations; able to build effective relationships with a wide range of people – including agents, schools and college counsellors, university partners, British Council Officers and other agencies</td>
<td>A, I, R</td>
</tr>
<tr>
<td>Desirable: Clean, current driving licence. Ownership of a car is not essential, but the ability to drive a hired car offers more flexible timetabling in some markets.</td>
<td>A,C</td>
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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 Charley Robinson c.robinson@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.