

International Regional Manager (Americas)

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| Department: | Communications, Marketing and Recruitment |
| Grade/ Salary: | Grade 7, £43,936 to £48,852 pa (incl. LW) |
| Contract Type: | Permanent |
| Hours: | 1.0 FTE |
| Location: | New Cross, London |

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.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Information for candidates with disabilities can be found on our [Disability & Individual needs](#) page. We are happy to supply information in alternative formats for disabled applicants. Please contact hr-recruitment@gold.ac.uk to make your request.



Passionate about advancing equality
and celebrating diversity.
Together, we are different



The Department

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 student population.

The Communications, Marketing and Recruitment Department is the part of Goldsmiths Professional Services that leads on internal communications, media relations, strategic communications, brand and design, digital (website, video and social media), marketing, business partnering, and UK and International recruitment.

This Role is based in the International & Global Opportunities Team, within Student Recruitment.

The Team

The team is made up of two sub-teams; the International Recruitment team and the Global Opportunities team. Goldsmiths has ambitious targets to grow international student numbers, and the international recruitment team is responsible for realising these targets by increasing the volume of good quality applications to study and supporting the conversion of applicants through to enrolment. The recruitment team manages a global network of international recruitment agents, schools, colleges and private pathway providers. The Global Opportunities team manage Erasmus Plus staff and student exchange programmes, work, study and volunteer abroad, and incoming Study Abroad.

Job description

Reporting to: Head of International Recruitment and Global Opportunities

Reports: International Student Recruitment Officer

Summary:

Working within Goldsmiths International Recruitment and Global Opportunities Team the post-holder will be responsible for the recruitment of students from designated regions and contributing to cross-team student recruitment initiatives. Target regions may be subject to change in line with recruitment priorities.

Geographical remit: This role is based in the London office, but it is expected that you will spend approximately 12-14 weeks per year abroad in a normal year.

Main duties:

- Develop, implement and review marketing and recruitment strategies for designated markets;
- To be accountable for actions, especially in relation to activities overseas, documenting all visits, contacts, connections and events for each trip and agent engagement.
- Maintain and develop accurate and regular reports in order to analyse, identify trends and record applications, enrolments and conversion figures for allocated markets and agents;
- To work with Goldsmiths offices around the globe to manage the relationship, provide marketing materials, create events etc, and other activities to maximise student recruitment.
- To create an agent strategy and operational plan for the territory to support the institutional recruitment targets, making regular, relevant and timely contact.
- Strategically develop and performance manage the agent network for designated markets, including contributing to the development of shared resources for training and managing agents;
- To understand the territory given in terms of Goldsmiths student recruitment performance over previous years, in cycle activities and future projections
- Produce annual operational plans for designated markets and manage associated budgets;
- Support and aligning recruitment strategies with Goldsmiths' pathway providers to maximise international brand exposure as well as contribute to support meeting pathway progression targets.
- Develop digital and print marketing activities for designated markets, in conjunction with the Student Marketing and Events team and academic departments;
- Develop school liaison activity and relationships for designated markets, including contributing to the development of shared resources for schools where appropriate;
- Promote Goldsmith's effectively to staff and students at feeder institutions, exhibitions, seminars and events; including making logistical arrangements for travel, accommodation and freight, and ensuring follow up after the event, as well as using enquiry and enrolment data, and CRM to track value for money;

- Monitor economic and policy developments, and national and international Higher Education competitor activity in target markets;
- Provide advice to the Admissions team on international qualifications, and where appropriate provide advice and support to the Admissions team and academic departments to develop application and selection processes that support programme level recruitment priorities;
- Build good relationships with key sector agencies and sponsor bodies including relevant embassies and consulates, private sector sponsors and the British Council;
- Contribute to, and where necessary lead on, cross-team projects and initiatives;
- Build strong relationships with key academic stakeholders, and work with them to develop departmental and programme-specific recruitment activity plans for target markets;
- Support the work of the wider Department including attendance at student recruitment events, Open Days, Ceremonies, Corporate Events and support for Clearing etc.
- In addition, you will be required to undertake any other duties as may reasonably be required.
- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy
- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity.

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 these criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application that 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

| | Essential | Desirable | Category |
|--|-----------|-----------|------------|
| Qualifications | | | |
| Educated to bachelor's degree level or equivalent | √ | | A, I, C |
| Postgraduate qualification | | √ | A, I, C |
| Relevant marketing qualification | | √ | A, I, C |
| Experience | | | |
| Demonstrable experience of student recruitment and/or marketing in a Higher Education context. | √ | | A, I, R |
| Experience of working with student recruitment agents and school counsellors for student recruitment purposes. | √ | | A, I, R, P |
| Student Recruitment experience in The Americas region (LATAM, US and Canada) | √ | | A, I, R, P |
| Experience of managing projects or programmes | √ | | A, I, R |
| Experience of developing student recruitment strategies and operational plans | √ | | A, I, R |

| | Essential | Desirable | Category |
|---|-----------|-----------|----------|
| Experience of budget planning and forecasting and managing actual expenditure within a strict framework | √ | | A, I, R |
| Experience of delivering digital and face to face events to engage students | √ | | A, I, R |
| Experience of developing digital and social media marketing campaigns | | √ | A, I, R |
| Experience of managing staff | | √ | A, I, R |
| Knowledge | | | |
| Knowledge of the drivers of international education and awareness of current issues affecting international students and advisors. | √ | | A, I, R |
| Skills | | | |
| Excellent communication skills – including written skills, networking skills, public speaking and presentation skills; you will be confident engaging with a variety of audiences | √ | | A, I, R |
| Spanish speaker, native level | √ | | A, I, C |
| Able to lead and develop others | | √ | A, I, R |
| Competency with MS office applications, and general IT literacy. | √ | | A, I, R |
| Good numerical skills; able to manipulate data and use statistics to inform and evaluate marketing and recruitment strategies and undertake reporting. | √ | | A, I, R |
| Additional Attributes | | | |
| Well organised, with the ability to see work through to completion, meet deadlines and critically evaluate impact. | √ | | A, I, R |

| | Essential | Desirable | Category |
|--|------------------|------------------|-----------------|
| Able to work well within a team, and the self-reliance to work independently. | √ | | A, I, R |
| Able to represent the College with enthusiasm and integrity and build credibility with applicants, parents, advisors as well as external organisations. | √ | | A, I, R |
| Ability to work creatively and collaboratively to improve systems and processes | √ | | A, I, R |
| Willingness to travel extensively at a national and international level. It is expected that you will spend approximately 12-14 weeks per year abroad in a normal year. Any restrictions on travel must be declared prior to interview | √ | | A, I, R |

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.

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 comprehensive and innovative staff development and wellbeing programmes.

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, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave and pay
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site dining facilities
- Access to University of London facilities such as Senate House Library
- Membership of Staff Diversity Networks: (Dis)Ability, Goldsmiths Race Equality Group, LGBTQ+, Menopause, Parents and Carers, Women at Goldsmiths. (Staff are also encouraged to join networks as Allies should they wish to do so rather than as members)

Further information

For more information about the role, please contact Nuria Prades, Head of International Recruitment and Global Opportunities, e-mail n.prades@gold.ac.uk

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.