

## International Student Recruitment Officer

Department:	Communications, Marketing and Recruitment
Grade/ Salary:	Grade 6, £38,555 - £41,688 (incl £3,689 LW)
Contract Type:	Permanent
Hours:	35 per week (Full time)
Location:	New Cross, London

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](mailto:hr-recruitment@gold.ac.uk) to make your request.

### **The Department: Communications, Marketing and Recruitment (CMR)**

The Communications, Marketing and Recruitment team plays a central role in telling the Goldsmiths story to our key audiences. Our Communications, Marketing and Recruitment Strategy is aligned to four institutional objectives (a distinctive academic portfolio and approach to teaching and learning; research engaged in real world problems; promoting Goldsmiths as a cultural hub; preparing students for the future job market).

The team covers: internal communications; media relations; strategic communications; brand and design; digital (website, video and social media); marketing; business partnering; UK recruitment; International and EU recruitment. Colleagues 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, colleague and external audience experience.

**Team: The International Recruitment and Global Opportunities**

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 and EU student numbers, and the international recruitment team is responsible for realising these targets by increasing the volume of high-quality applications to study and supporting the conversion of applicants through to enrolment. The recruitment team manages a global network of international and EU recruitment agents, schools, colleges, private pathway providers as well as regional representation in US, China and India. The team also co-manages a programme of international scholarships and relationships with external sponsors. The Global Opportunities team manages the incoming Study Abroad programme and partner network and also develops and promotes opportunities for current students to gain international experience via study, work and training abroad opportunities. The team manages external funding streams including Erasmus+ and Turing Scheme grant funding and funding via Santander Universities partnership.

## **Job Description**

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**Reporting to:** International Recruitment Manager

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### **Summary:**

The role holder will design, deliver and evaluate international student recruitment and conversion activities. This will incorporate a variety of tactics, including use of digital channels, development of agent relationships and face-to-face visits within key target markets. This role will be supported by the International Recruitment Manager for the region in developing and reviewing marketing and recruitment strategies for the respective target regions. The postholder will also contribute to wider cross-team student recruitment initiatives.

### **General duties:**

- Assist with budget monitoring and reporting for recruitment activity;
- To support and contribute to the delivery of frontline services – including attendance at events including Open Days, Ceremonies and Corporate Events, Clearing.
- Be committed to personal professional development, to ensure highest quality of service to students and their influencers;

### **Main duties:**

- Work with the International Recruitment Manager for the region to develop, implement and review marketing and recruitment strategies for designated markets;

- Identify opportunities and risks by monitoring economic and policy developments, and national and international Higher Education competitor activity in target markets;
- Assume responsibility for the recruitment of international students from the designated markets and regions, including the UK, through targeted schools, colleges and private pathway provider liaison work, the development and oversight of partnership and progression agreements.
- 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 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 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;
- 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;
- Support 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;
- Support activities during international welcome week and other initiatives designed to enhance the international student experience;
- Work closely with the international recruitment manager 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 the International Recruitment Manager or members of the Senior Management Team.
- 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;

- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity
- 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

**Please note:** This role will include some out of hours work, such as early mornings, evenings and weekend work.

## 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, you meet the essential criteria categorised below, you will not be short-listed for interview. The Desirable criteria sections show 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**

	<b>Essential Criteria 1 - Qualifications</b>
A, C	Educated to Bachelors degree level or equivalent
	<b>Desirable Criteria 1 - Qualifications</b>
A, C	A qualification in marketing or career guidance
	<b>Essential Criteria 2 - Experience</b>
A, I, R	Experience of working in a student recruitment, schools and colleges liaison, admissions or marketing role or similar within a higher education setting
A, I, R, P	Experience of delivering engaging presentations to small and large groups within a variety of audiences and ages.
A, I, R	Experience of planning, managing and evaluating projects and/or events

A, I, R	Experience of working across multiple projects simultaneously
A, I, R	Experience of writing project plans and reports
A, I, R	Experience of working and building relationships with student recruitment agents, school counsellors and feeder institutions to support international student recruitment objectives.
A, I, R	Demonstrable experience of developing and implementing strategies, and of operational planning and reporting
A, I, R	Demonstrable experience of budget planning and forecasting and managing actual expenditure
A, I, R	Experience of recruiting international students.
	<b>Desirable Criteria 2 – Experience</b>
A, I, R	Experience of using CRM tools
A, I, R	Experience of developing digital and social media marketing campaigns
A, I	Experience of using an online working environment (eg MS Teams, Sharepoint)
A, I	Experience of using online and digital event and meeting platforms (eg Zoom, AirMeet, GoogleMeet, iVent)
	<b>Essential Criteria 3 - Knowledge</b>
A, I, R	Knowledge of UK higher education admissions at undergraduate and postgraduate levels, including UCAS
A, I, R	Knowledge of latest guidance and legislation pertinent to EU and International students studying in the UK, including immigration and student finance
A, I, R	Knowledge of the drivers of international education and

	awareness of current issues affecting EU and international students and advisors.
A, I, R	An understanding of UK qualifications framework and International and EU equivalencies.
<b>Desirable Criteria 3 – Knowledge</b>	
A, I, R	Knowledge of digital marketing
<b>Essential Criteria 4 - Skills</b>	
A, I, R	A proven ability to deal with a varied and complex workload, including organising and prioritising a variety of tasks while working under pressure and to strict deadlines
A, I, R	Excellent customer care skills and the ability to work effectively in different cultural environments
A, I, R	The ability to work and make decisions independently
A, I, R	The ability to work effectively as part of a team
A, I, R	Excellent interpersonal skills in order to engage and advise internal and external stakeholders, gaining their respect and secure their support.
A, I, R	Ability to generate and analyse statistical information and reports
A, I, R	Ability to use data to inform planning and decision making
A, I, R, P	Excellent written and verbal communication skills with the ability to present complex information to a variety of audiences, including those who English is not their first language
A, I, R	Innovative approach to duties with the ability to work both

	creatively and strategically
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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 or before the first day of appointment.**

For more information about the role, please contact Dominic Grego, [d.grego@gold.ac.uk](mailto:d.grego@gold.ac.uk).

**December 2024**

## Summary of Benefits

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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 Goldsmiths, please visit: [www.gold.ac.uk/about](http://www.gold.ac.uk/about)

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



