



## International Student Recruitment Officer

**Reference:** R210365

**Salary:** £27,116 to £32,344 per annum, Grade 7

**Contract Type:** Permanent

**Basis:** Full Time (36.5 hours per week)

# Job description

## Job Purpose:

Aston University has nearly 3,000 international students from around the world who join a vibrant multi-cultural student community in the heart of Birmingham. Our international students are provided with the opportunity to study in one of the UK's most dynamic and developing cities, at an award-winning University focused on delivering industry relevant degree programmes which give graduates the edge in competitive global job markets. Aston's international alumni go on to do amazing things after graduation: founding businesses, leading multinational companies, serving in government, setting up charities and shaping their communities.

The role of International Students Recruitment Officer will support the overall University strategy in student recruitment by growing and diversifying the students population joining to study at Aston.

Located within the University's International Office, the post-holder will play an important role in ensuring the success of student recruitment activities in specified regions – supporting the University with its international strategic objectives. The successful post-holder will have a diverse skills set, showing high level of communication skills and stakeholder management, ability to organise and support events and smaller scale projects. The post holder will be a quick learner and problem solver able to find creative, innovative and effective solutions to provide consistent high-quality customer service to the University beneficiaries.

The principal purpose of the post is to support recruitment of international students from allocated recruitment markets to study at Aston University. The post-holder will represent Aston internationally and in the UK, promoting its brand and raising its profile in order to contribute to the University's international student recruitment objectives.

Directed by the Regional Manager, the post-holder will implement student recruitment and conversion, market development from a specific set of international markets (including for UK-based international students) and support student recruitment from assigned markets.

This will involve the identification of market opportunities and the planning, development and implementation of student recruitment and conversion activities designed to grow the University's business from the assigned markets.

The post holder will also provide specialist advice, information and practical assistance to International Office senior management, schools, academic departments and relevant professional support services in relation to international recruitment and development activities in assigned markets.

The post-holder will work under the direction of the relevant Regional Managers and will be expected to work collaboratively with staff across the International Office, Marketing, Admissions, Alumni Relations and other central teams, as required.

Allocated market responsibilities are subject to change according to business needs.

The successful candidate is required to complete a DBS (disclosure and Barring Service) check.

## **Main duties and responsibilities**

### **Student Recruitment**

- Contribute to the development and implementation of an annual recruitment and conversion plan for allocated markets within an assigned budget, to include in-market recruitment activity, channel management plans (e.g. agent, partner, feeder school and college plans etc), academic School engagement plans and liaison, and direct student recruitment and conversion plans under instructions of the relevant Regional Manager
- Guided by the Regional Manager, identify market opportunities and devise recruitment activities which increase Aston's profile in allocated markets and improve application and conversion rates
- Participate in student recruitment and conversion activities to support the University's market development plans in markets, as directed by senior management within the International Recruitment team.
- Develop and implement engagement plans for specific channels of student recruitment in allocated markets to include agents, schools, colleges, universities and other feeder institutions as outlined by the regional Manager
- Take responsibility for the delivery of student recruitment targets from allocated markets within the Region.
- Develop specialist cultural knowledge and market intelligence to provide regular reports and analysis on the progress of market activities
- Support the Regional Manager in gathering market intelligence and identify recruitment opportunities in-market which the University is not currently exploiting and to advise senior managers on the development of programmes to meet these demands
- Commit to becoming a regional expert in the relevant market, taking an active interest in the country's educational, political and economic development
- Represent the University at fairs, exhibitions and other events in allocated recruitment markets in a professional manner, providing advice and guidance to prospective students and their influencers
- Visit source institutions such as schools, colleges and universities to deliver engaging presentations promoting Aston to prospective students, applicants and their influencers
- Collaborate with the University's Marketing team to ensure offline and online marketing activities are planned and executed for allocated markets
- Take on any other projects and duties that may arise in conjunction with the broader management of student recruitment from allocated markets, as required by the Regional Manager or Director, International Recruitment

### **Events Management**

- Support the organization of conferences and events to promote Aston's brand and forge the relationships with external stakeholders, including, but not limited to agents, sponsor organisations, school counsellors and key influencers within the allocated markets
- Assist in organising internal visits by the sponsors to maintain the sponsor relationship and support the sponsored students progress
- Organise inbound visits from schools, agents and other organisations to promote Aston University and to support conversion activities
- Coordinate the incoming visits to the University from individuals or groups of potential students, including organising activities with specific Colleges and campus tours

### **External and Internal Stakeholder Management**

- Develop and maintain sustainable relationships and partnerships with key influencers within the designated markets such as agents, schools, colleges, universities, pathway providers, funding bodies (including government ministries, embassies or sponsors), British Council, Aston University alumni and others, as may be appropriate and under guidance of the Regional Manager
- Manage a network of student recruitment agents in allocated markets, developing engagement plans which build Aston's profile within agent offices directed by the relevant Regional Manager
- Develop and maintain good working relationship with agents in the relevant region
- Improve customer service to the agent, counsellor network through fast enquiry management and problem resolution and grow recruitment numbers from this channel
- Lead by the Regional Manager, develop and maintain professional relationship with important external stakeholders, such as Foreign Ministries, Embassies, Cultural Offices
- Build good relationships with academics and other contacts within the University
- Liaise with staff in academic schools to ensure synergies and good collaborative relationships between the International Recruitment team and schools, and involve academics in international recruitment activity, where appropriate, as directed by senior management within the International Recruitment team
- Act as a point of reference for academics and internal University Departments who seek advice and guidance on market-related issues
- Act as a main point of contact for prospective international students, applicants and their influencers from allocated markets

### **Sponsor Engagement & Liaison**

- Support Regional Manager in identifying opportunities for sponsored students recruitment channels
- Build, develop and maintain professional relationship with sponsors and their network channels by providing excellent customer service and fast response to any queries related to potential or current sponsored students from designated countries
- Support Regional Managers in any activity engaging sponsors and their network, including specified company or Ministry offices overseas as well as Embassies, Cultural, Military or Education Attache Offices in the UK
- Support Regional Manager in providing the sponsors and sponsored students with all the necessary documents during the application process, enrolment, invoicing and collating academic progress reports from the Colleges
- Liaise with sponsor organisation regarding any matter concerning sponsored student from a dedicated region

### **Reporting Performance**

- Monitor market development and produce reports for the Regional Manager and Director of International Recruitment
- Provide an analysis and evaluation of the outcomes of recruitment activities for the allocated markets, providing statistical and trend analysis on a regular basis to senior management within the International Office which can inform decision-making directed by the Regional Manager.
- Monitor agents' performance in dedicated markets and provide reports on recruitment outcomes
- Contribute to the monthly regional activity reports by providing regular updates on dedicated markets

### **Additional responsibilities**

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
  - ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
  - ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
  - ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.
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## Person specification

	Essential	Method of assessment
<b>Education and qualifications</b>	Qualified to a minimum of undergraduate degree level or equivalent	Application form
<b>Experience</b>	<p>Experience of working to tight deadlines and a proven record of achieving targets</p> <p>Experience of creating influential, audience specific content</p> <p>Experience of undertaking research and writing reports interpreting data</p> <p>Proven track record in building and managing relationships with a wide range of stakeholders</p> <p>Experience of successfully working on your own initiative and as part of the team</p> <p>Experience of working in a busy office environment</p> <p>Experience of participating in virtual events</p>	Application form and interview
<b>Aptitude and skills</b>	<p>Excellent communication skills, including speaking and writing in English</p> <p>Good analytical and research skills and ability to make data driven decisions</p> <p>Accuracy and attention to detail</p> <p>Ability to create persuasive and engaging presentations aimed at different type of audiences</p>	Application form and interview

	Essential	Method of assessment
	<p>Ability to work in isolation and manage individual projects</p> <p>Proactive and dynamic approach to working as part of a team</p> <p>Target driven approach</p> <p>Excellent organisation and planning skills and the ability to prioritise workload and manage competing demands and work under pressure</p> <p>Ability to relate to different types of audiences and build strong relationships with external and internal stakeholders</p> <p>Strong interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively</p> <p>Cultural sensitivity and awareness with diplomatic approach when dealing with external and internal stakeholders.</p> <p>Ability to create clear and meaningful reports on various aspects of the allocated markets</p> <p>Ability to travel overseas and in the UK on a regular basis</p> <p>Flexible approach including willingness to work unsociable hours and during traditional national holidays as and when necessary</p>	

	Desirable	Method of assessment
<b>Education and qualifications</b>	Experience of working in International Education sector	Application form

	Desirable	Method of assessment
	<p>Experience of studying or working in another country</p> <p>Experience of creating / managing digital communications through multiple channels</p>	
<b>Experience</b>	<p>Knowledge / interest in the UK Higher Education Sector and / or International Education</p> <p>Ability to speak and write in another language, preferably Arabic</p>	Application form and interview





# Contact information

## Enquiries about the vacancy:

Name: Yuliya Whitem

Job Title: Regional Manager

Email: [y.whitem@aston.ac.uk](mailto:y.whitem@aston.ac.uk)

## Enquiries about the application process, shortlisting or interviews:

Recruitment Team via [jobs@aston.ac.uk](mailto:jobs@aston.ac.uk) or 0121 204 4500.

# Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy

**Salary scales:** <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

**Benefits:** <https://www2.aston.ac.uk/staff-public/hr/Benefits-and-Rewards/index>

**Working in Birmingham:** <https://www2.aston.ac.uk/birmingham>

**Employment of Ex-Offenders:** Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

## Eligibility to work in the UK:

### Post-Brexit transition period / EU Settlement Scheme

The post-Brexit transition period ended on 31 December 2020. If you are an EU/EEA citizen and you were a resident in the UK before 31 December 2020, you and your family members (including non-EU citizens need to apply to the EU Settlement Scheme to continue to live, work and study in the UK beyond 30 June 2021. The deadline for applying to the EU settlement scheme is 30 June 2021. You can apply via the Government webpage <https://www.gov.uk/settled-status-eu-citizens-families>  
Irish Nationals do not need to apply for settlement as they retain the right to work in the UK.

### New immigration system for EU/EEA and Swiss Nationals who were not resident in the UK before 31 December 2020

A new immigration system has been introduced for people arriving in the UK from EEA countries with effect from 1 January 2021. In addition to those who have always required a visa, EU citizens moving to the UK to work will need to get a visa in advance. You can find more information on the following website. Candidates should check their eligibility to enter or remain in the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English Language requirements. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful.

If you require a visa to work in the UK the most common types of visa are:

**Skilled Worker Visa**

<https://www.gov.uk/skilled-worker-visa>

**Global Talent Visa**

If you are a leader or potential leader in one of the following fields you may be eligible to apply for a Global Talent Visa:

- Academia or Research
- Arts and Culture
- Digital Technology

Please click the following link for further information and to check your eligibility for this visa.

<https://www.gov.uk/global-talent>

**Equal Opportunities:** Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

**Data Protection:** Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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**Where change  
gets real.**