

International Conversion Manager



OPPORTUNITY

Where change
gets real.



Reference: 1005-26

Grade: 08

Salary: From £38,784 to £46,049 per annum, depending on experience

Contract Type: Permanent

Basis: Full Time

Job description

Job Purpose:

This role will lead on the operational management and planning of all pre-application and application enquiries, including conversion targets from offer to firm acceptance status within Aston University's International Admissions function. You will ensure that the undergraduate and postgraduate international prospective student journey is customer-focused, efficient and places appropriate emphasis and control of the service speed and accuracy to enable maximising of application generation to enrolment conversions. The manager will be responsible for the line management of 6-7 direct reports.

Main Duties/Responsibilities

Strategy and Performance

- ▶ To plan the effective, accurate and timely management of the enquiries and conversion processes for both pre-application and offer to enrolment onto the undergraduate and postgraduate taught programmes.
- ▶ To organise and deliver multi-channel conversion activities including monthly webinar delivery, international SMS campaigns, UniBuddy Community engagement, and a Microsoft Bookings service enabling offer holders to schedule one-to-one meetings with the team.
- ▶ To lead the personal follow-up of enquirers and applicants to Aston programmes, including welcome phone calls within the agreed service level agreement with a particular focus on maximising conversion in Rest of World markets.
- ▶ To manage and oversee enquiry handling via the shared inbox (hello@aston.ac.uk), ensuring timely, accurate and professional responses across all channels.
- ▶ To work closely with Admissions staff and international recruitment, international marketing, and Compliance team to ensure there is a strong relationship between enquiries/conversion activities and admissions/recruitment activities.
- ▶ To work closely with senior colleagues within Marketing, Communications and Student Recruitment to identify trends or patterns which affect University-wide targets and forward plan.
- ▶ To help promote international recruitment team's activities in timely manner.

Team Leadership

- ▶ Line management of the designated international conversion team including Conversion Coordinator and student ambassadors (6-7 direct reports).
- ▶ Lead in ensuring the team have access to up-to-date and relevant process documents, manuals, and programme information to enable them to carry out their work effectively and accurately.
- ▶ Ensure weekly workload allocation is completed in advance and closely monitor campaign performance of the team.
- ▶ Training new staff members within the team to ensure consistency and best practices are followed as well as conducting their performance reviews and ensure the continuity of the team.
- ▶ Implement process reviews to innovate the teams' procedures and strategic direction.
- ▶ Working flexibly as part of a wider MCSR department, providing cover to other admissions and recruitment functions and work collaboratively with other cross-university departments.

Enquiry Management

- ▶ To manage the processes for and respond in an efficient and professional manner to all pre-

application, application and offer holder enquiries across all channels including the shared inbox, phone, SMS and UniBuddy messages.

- ▶ To develop, maintain and regularly update enquiry templates as well as managing FAQ database and provide regular training to the team.
- ▶ Act as a first point of call for any complex admissions enquiries including dealing with any escalated queries and complaints.
- ▶ Liaise with Admissions Managers to capture any non-standard programmes and develop procedures for managing non-standard enquiries.

Conversion Management

- ▶ To work closely with the Head of International Conversion and Partnership Admissions and regional managers to devise and implement conversion strategies with a particular focus on Rest of World markets, ensuring student recruitment targets are met.
- ▶ Liaise with the PG Admissions Managers to capture any non-standard programmes and develop procedures for managing non-standard conversion.
- ▶ Work closely with the International Marketing team to develop communications to support recruitment and conversion targets, including coordinating outbound calling campaigns and digital outreach.
- ▶ To review, develop and offer support at recruitment events (in person or virtually) including producing communication campaigns within Colleges or for a specific set of programmes.

Data Analysis and Reporting

- ▶ To design business analysis and data recording systems to use within the Department to analyse enquiries and conversion data.
- ▶ To produce weekly PG and UG international conversion reports focusing on data analysis in connection to application and conversion statistics, drawing conclusions on how to best maximise application to enrolment ratio, looking for patterns and any areas of concern and how these can be improved.
- ▶ Represent the team at various meetings, ensuring data is compiled and analysed in advance. Presenting data to a wide range of stakeholders, forecasting future events and how these will affect meeting University targets.

Service Quality and Delivery

- ▶ To work closely with the Head of International Conversion and Partnership Admissions to adhere to service level agreements and standard operating procedures to co-ordinate a high level of enquiry management consistent with Admissions and Recruitment strategy.
- ▶ Support fair and transparent Admissions Strategy by ensuring that pre-applicants, applicants and offer holders have access to correct and up-to-date information about their admissions journey and swift transition from applicant to a registered student stage.
- ▶ To ensure that all processes and procedures are responsive to the needs of international applicants and offer holders at both undergraduate and postgraduate level, addressing any issues when these arise and providing solutions to resolve these.

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.
- ▶ To undertake other duties as appropriate to grade, including occasional evening and weekend work internally and externally.

Person specification

	Essential	Method of assessment
Education and qualifications	▶ Related undergraduate	Application form
Experience	▶ Proven experience of working in international student recruitment, admissions, conversion, student services or a related higher education environment. ▶ Experience of managing or leading a team, including allocating workloads, monitoring performance and supporting staff development. ▶ Experience of managing customer/student enquiries across multiple channels, including email, telephone and digital platforms. ▶ Experience of developing and delivering student recruitment, conversion or engagement campaigns. ▶ Experience of using data and performance information to identify trends, monitor KPIs and inform operational decisions. ▶ Experience of working collaboratively with multiple	Application form, presentation and interview

	Essential	Method of assessment
	stakeholders and teams to achieve shared targets. ▣ Experience of working in a fast-paced environment with competing priorities and tight deadlines.	
Aptitude and skills	▣ Strong written and verbal communication skills, with the ability to communicate effectively with prospective students, colleagues and external stakeholders. ▣ Excellent organisational and time-management skills, with the ability to prioritise competing demands and meet deadlines. ▣ Strong analytical and problem-solving skills, with the ability to interpret data and translate insights into practical actions. ▣ Ability to lead, motivate and develop staff and create a positive, collaborative team environment. ▣ Ability to build and maintain effective working relationships across different teams and levels of an organisation. ▣ Strong attention to detail and commitment to accuracy when handling student and admissions information. ▣ Ability to make informed decisions and resolve complex or escalated enquiries appropriately. ▣ Good digital literacy, including confidence using Microsoft Office and digital communication platforms. ▣ Ability to develop and implement processes that improve efficiency, service quality and conversion outcomes.	Application form and interview

	Desirable	Method of assessment
Education and qualifications	► Professional qualification in internal communication, or equivalent training	Application form
Experience	► Experience of working with international students and/or international recruitment markets. ► Experience of working within a university admissions, recruitment or conversion function. ► Experience of working with CRM, student records, reporting systems. ► Experience of delivering webinars, virtual events or digital engagement campaigns.	Application form, presentation and interview

University values

All staff are expected to demonstrate/promote the University's values and expectations, which are an integral part of our strategy and underpin the culture of the University. In addition, our leaders are expected to be accountable, help to execute strategic visions of the University and share and set clear expectations that inspire those around them.



How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23.59 on the advertised closing date.
All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form, then please contact the Recruitment Team via recruitment@aston.ac.uk.

Contact information

Enquiries about the vacancy:

Name: Iris Fleckner

Job Title: Head of International Conversion and Partnership Admissions

Email: y.fleckner@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@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: [Benefits and Rewards | Aston University](#)

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: Where an individual is subject to UK immigration control, they will require a visa to work in the UK.

The following individuals do not need a visa for the UK, but do still have to prove their right to work before employment can commence:

- **British Citizens or Irish Nationals**
- **EU/EEA/Swiss nationals with Settled or Pre-settled status under the EU Settlement Scheme**
- **Non-EEA nationals with Indefinite Leave to Remain/Settlement in the UK**

The main routes available for those who need a visa to work in the UK are **Skilled Worker**, **Global Talent** and the **Graduate Route**.

Please see UKVI guidance for further information on eligibility, knowledge of English requirements and approved test centres <https://www.gov.uk/skilled-worker-visa> You can also find further information on our candidate immigration [web page](#).

If you will conduct research in your role, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application. Please see our candidate immigration [web page](#) for further details.

Before you start and Right to Work

Right to Work Check

All employees must complete a Right to Work check before they commence work at Aston. HR will contact you during the onboarding process to arrange your check.

Cost of Living - Estate and Letting Agents

There are numerous Estate and Letting Agents that can help you find suitable accommodation. Useful websites for support and guidance

<https://www.gov.uk/government/publications/how-to-rent/how-to-rent-the-checklist-for-renting-in-england> and <https://www.citizensadvice.org.uk/housing/>

You can also use property search websites such as Rightmove or Zoopla.

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>

Aston University
Birmingham
B4 7ET, UK.
+44 (0)121 204 3000

www.aston.ac.uk