

Senior International Recruitment Officer (South Asia)

Department	Recruitment and International Office (www.strath.ac.uk/studywithus/)		
Directorate	Marketing And Development Services (www.strath.ac.uk/mds/)		
Staff Category	Administrative and Professional	Reference No	461341
Reports To	Head of Recruitment and International Office	Grade:	7
Salary Range:	£34,308 - £42,155	Contract Type:	Open Contract
FTE	1 (35 hours/week)	Closing Date	26 March 2023

Job Advert

Senior International Recruitment Officer (South Asia)

As a Leading International Technological University, the University of Strathclyde has significant international reach and ambition. Inspired by our founding mission as ‘the place of useful learning’, the University makes a positive difference to the lives of our students, to society and to the world. Our reputation and influence is global, yet we are an institution firmly grounded in the heart of Glasgow, contributing to the social, cultural and economic life of Scotland through the presence of a vibrant, international student community. The recruitment of talented students from across the globe is at the heart of our strategy and we are seeking a skilled and experienced individual who can help to contribute to the next stage in our growth. Reporting to the Deputy Head of Recruitment and International Office (External Engagement) the post holder will be a motivated and energetic individual who will support the University’s strategic plan to recruit high-quality students, nationally and internationally, at undergraduate and postgraduate levels by establishing strong relationships with the academic community within the University, and key partners, including agents and government sponsors, externally.

A graduate with recruitment and marketing experience in a UK Higher Education institution, you will support the development and management of promotional and recruitment activities in South Asia. With excellent organisational and communication skills, you will be willing to undertake a significant amount of overseas travel.

Job Description

Brief Outline of Job:

To support the University’s strategic plan to recruit high-quality students, nationally and internationally, at undergraduate and postgraduate levels by establishing strong relationships with the academic community within the University, and key partners, including agents and high school counsellors, externally. To assume primary responsibility for the management of recruitment from key South Asian markets as determined by the Head, and Deputy Heads, of the Recruitment and International Office. The role will also have line managerial responsibilities for two Indian based in-country recruitment officers, employed to represent Strathclyde through the UK India Business Council in New Delhi.

Main Activities/Responsibilities:

1. Representing and promoting the University to a range of audiences in pursuit of its recruitment goals.
2. Supporting the Recruitment Manager but also taking a lead in the development and delivery of internal and external recruitment events, while working with Faculties and Departments on their own event promotional activity.

3.	Working with international partners, institutions and agencies, to maximize the recruitment of high-quality students to undergraduate and postgraduate programmes.
4.	Line management of India based recruitment staff, currently two staff members employed through the UK India Business Council in New Delhi. Working with them on objectives, development and support of their activity in market.
5.	Supporting the Recruitment Manager/Deputy Head but also taking a project lead in gathering, analysing and interpreting data from internal and external sources, and briefing colleagues on trends, policy, legislation and regulations which may impact on student recruitment.
6.	Taking a lead in working with the Marketing Team to develop new initiatives for the South Asian markets, managing and overseeing the collection and follow-up of data in accordance with GDPR following recruitment events.
7.	Manage and service the relationships of key recruitment agencies across South Asia, ensuring best practice and compliance is followed, whilst leveraging the relationships in pursuit of recruitment targets.
8.	When required, representing the South Asia team in international discussions with the faculties and external discussions, such as with the UK India Business Council, Universities Scotland and the Scottish South Asian Recruitment Group.
9.	Maximising recruitment and conversion by developing effective systems and identifying areas where service quality can make a positive impact on recruitment and conversion; in line managing the India based team, taking a lead in coordinating with colleagues in Faculties and Professional Services areas to make improvements which enhance service quality, efficiency and continuity.
10.	Liaising with Faculties and Departments, as required by the Head, and Deputy Heads, of Recruitment and International Office to develop policies and procedures which support the University's student recruitment objectives.
11.	Taking part in international visits as required, supporting visiting academics, participating in education fairs, undertaking visits to institutions, schools, sponsoring bodies and agents and providing support and guidance to direct entry candidates.

Person Specification

Educational and/or Professional Qualifications

(E=Essential, i.e. a candidate must meet all essential criteria to be considered for selection, D=Desirable)

E1 Educated to degree level

Experience

E2 A track record of success in developing and participating in international student recruitment activity in a university or similar organisation.

E3 Demonstrable experience in a student recruitment environment, ideally within South Asia

E4 Experience of line management or supporting colleagues in development and pursuit of objectives.

Job Related Skills and Achievements

E5 Preparing marketing and recruitment plans for specific countries/territories and for individual Faculties, Schools and/or departments.

E6 Excellent level of knowledge and understanding of current issues in higher education as they inform and influence higher education policy and student recruitment.

E7 Strong understanding of the opportunities and challenges affecting the global higher education market.

E8 Project management skills in areas supporting wider recruitment e.g. enquiry management, agent liaison, promotional material, preparation of material/text for web/publications and maintenance of data on external websites.

E9 Understanding of the importance of service delivery and policy development, and willingness to work with colleagues across the University to maximise corporate performance in this area.

E10 Sourcing, analysing and interpreting data from internal and external sources, and producing relevant reports to faculties, departments and senior management to influence policies and strategies relating to student recruitment.

Personal Attributes

E11 Excellent communication skills, strong personal presence, well developed presentational skills with an ability to negotiate successful outcomes.

E12 Strongly developed people skills, with an ability to deal with a wide range of people within a complex organisation, securing agreement and a sense of common purpose.

E13 Ability to operate as part of a team and as an individual to work effectively towards strategic goals.

E14 Willingness to undertake significant independent travel for recruitment purposes.

Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted without further permission, unless you indicate that you would prefer otherwise. Applicants should also submit a Curriculum Vitae and a covering letter detailing the knowledge, skills and experience you think make you the right candidate for the job. Applicants should also complete the Equal Opportunities Monitoring Form.

Other Information

Further information on the application process and working at Strathclyde can be found on our website (<http://www.strath.ac.uk/hr/workforum>).

Informal enquiries about the post can be directed to Chris Mackay, Deputy Head (External Engagement) Recruitment and International Office (christopher.mackay@strath.ac.uk).

Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: [Conditions of Employment](#).

Rewards and Benefits

Our staff have access to a wide range of outstanding benefits that include financial rewards, family friendly and wellbeing benefits and career development opportunities, details of which can be found [here](#).

Probation

Where applicable, the successful applicant will be required to serve a 9 month probationary period.

Pension

The successful applicant will be eligible to join the Universities' Superannuation Scheme. Further information regarding this scheme is available from [Payroll and Pensions](#).

Relocation

Where applicable, the University offers a relocation package to support new employees who meet the eligibility criteria. The relocation package is offered as a contribution towards costs incurred, and is designed to be flexible, allowing staff to use the financial support available in the way that will be most helpful to them. Further details are outlined in the Relocation Policy.

Interviews

Formal interviews for this post will be advised in due course.

Equality and Diversity

The University of Strathclyde is a socially progressive institution that strives to ensure equality of opportunity and celebrates the diversity of its student and staff community. Strathclyde is people-oriented and collaborative, offering a supportive and flexible working culture with a deep commitment to our equality, diversity and inclusion charters, initiatives, groups and networks.

We strongly encourage applications from Black, Asian and minority ethnicity, women, LGBT+, and disabled candidates and candidates from lower socio-economic groups and care-experienced backgrounds.

University Values

The University's Values capture what we're all about: who we are, what we believe in and what we stand for. [Our Values](#) have been derived from how we act and how we expect to be treated as part of Strathclyde.

