

# Study Abroad Recruitment Officer

Department	Recruitment and International Office ( <a href="http://www.strath.ac.uk/rio/">www.strath.ac.uk/rio/</a> )		
Directorate	Marketing And Development Services ( <a href="http://www.strath.ac.uk/mds/">www.strath.ac.uk/mds/</a> )		
Staff Category	Administrative and Professional	Reference No	I47788
Reports To	Head of Recruitment and International Office (RIO)	Grade:	7
Salary Range:	£32,236-£39,609	Contract Type:	Open Contract
FTE:	I (35 hours/week)	Closing Date	Friday, 26 October 2018

## Job Advert

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 of Strathclyde 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 University's Strategic Plan 2015 – 2020 sets out targets for growth of our non-EU student population. Vision 2025 increases the emphasis on international recruitment further, with an additional £30m per annum expected in fee income by 2025. Reporting directly to the Deputy Head of RIO, the postholder will be responsible for increasing the recruitment of study abroad students (both semester and year-long) from a diverse range of markets. This is an exciting opportunity for a highly motivated individual, who is comfortable working both independently and as part of a larger team.

## Job Description

### Brief Outline of Job:

The post will offer a confident self-starter the opportunity to make a strong contribution to the University's international student recruitment ambitions. We require a forward-thinker who will join a pro-active team working within the Recruitment & International Office (RIO). This team, of over 40 staff, is responsible for attracting the very best students from across the world onto the university's undergraduate and postgraduate courses. This post sits within the International Recruitment Team which is responsible for meeting challenging international student targets and the postholder will be expected to:

- Provide effective and professional representation of the University of Strathclyde in marketing and recruitment study abroad programmes.
- Take responsibility for market planning and relationship management within assigned channels and networks related to study abroad
- Assist the Deputy Head of RIO in contributing to, forecasting and meeting overall institutional targets, and inputting to the production of market plans, regional briefings and other market / country specific briefing papers.

## Main Activities/Responsibilities:

1.	Working to targets, plan all marketing and outreach activities related to study abroad recruitment. The postholder will be responsible for planning and conducting marketing and recruitment activity throughout key study abroad markets such as the USA, Norway, China, Japan and South Korea.
2.	Attend study abroad fairs, conduct seminars and information sessions and engage in approved social media to successfully recruit prospective study abroad students to the University of Strathclyde. Additionally, the post holder will work closely with RIO's International Recruitment team to ensure study abroad recruitment is built into wider regional engagement plans.
3.	Develop and implement a comprehensive study abroad recruitment strategy focusing on partnership development, third party provider engagement and experiential programme development.
4.	In collaboration with the Deputy Associate Principal (International) and Deputy Head of RIO, identify and support the development of a portfolio of agreements with key regional partners, identifying potential for bespoke course provision and other collaborative activity that may be pertinent to the markets.
5.	To oversee and co-ordinate faculty, departmental and professional services into the welcome programme for all incoming study abroad students for September and January arrivals.
6.	To monitor academic credit load and ensure students are enrolled on a suitable study plan. This will include internal liaison with relevant department leads as and when necessary. The postholder will be required to process and make decisions on study abroad applications.
7.	Develop and coordinate study abroad focused delegations and visits to and from partner institutions from relevant University staff. The post will be responsible for coordinating institution wide involvement in large scale mobility conferences such as NAFA and EAIE.
8.	Working with the Deputy Associate Principal and Deputy Head of RIO, the postholder will act as lead contact for the University's Study Abroad Community of Practice, providing regular updates and reports on engagement activity and strategic priorities.
9.	Monitor and ensure all study abroad agreements are relevant and up-to-date. The postholder will also ensure the University's exchange agreements are accurately recorded on the Collaborative provisions database.
10.	Ensure the University's suite of study abroad marketing materials (print, digital and web) is fit for purpose and regularly updated as new partnerships and programmes are brought on stream.

## Person Specification

E.1 A Bachelor's degree with Honours or equivalent or significant relevant experience.

E.2 Excellent level of knowledge and understanding of current issues in higher education as they inform and influence higher education policy and international student recruitment.

E.3 A track record of success in developing, implementing and co-ordinating student recruitment activity in a university or similar organisation.

D.1 Postgraduate degree/professional qualification in marketing, international business, communications or related discipline.

### Experience

E.4 Evidence of working across an institution or organisation to develop and deliver action plans which result in high impact within budget and against challenging deadlines.

E.5 Previous demonstrable experience in a University, or comparable environment, of student recruitment.

E.6 Evidence of establishing exceptional working relationships with a wide range of organisations and individuals, including advisors/counsellors, students, academic and professional staff, employers, alumni and other external stakeholders.

E.7 Experience of developing and implementing recruitment marketing activity within the context of a larger corporate marketing environment.

### Job Related Skills and Achievements

E.8 Have an effective track record in delivering results.

E.9 Exceptional written and verbal communication skills with experience of developing and producing clear and insightful reports and propositions and presenting findings to audiences of senior staff.

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E.10 Computer-literate: articulate, confident and competent in the use of the Internet, web maintenance, database systems, electronic communications, ability to handle statistics and financial data – producing reports from findings.

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E.11 Ability to work independently, manage time effectively, progress tasks and work to deadlines.

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#### **Personal Attributes**

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E.12 Excellent interpersonal and team working skills e.g. ability to lead, motivate, negotiate, facilitate.

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D.2 Creative approach to problem-solving.

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E.13 Self-confidence, energy and initiative combined with a consultative and collegial style.

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#### **Other Relevant Factors**

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D.3 Experience in marketing and social media engagement

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## **Application Procedure**

Applicants are required to complete an application form including the name of three referees who will be contacted before interview 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 Rory McDiarmid, Deputy Head of Recruitment and International Office) ([rory.mcdiarmid@strath.ac.uk](mailto:rory.mcdiarmid@strath.ac.uk)).

### **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](#).

### **Conditions of Employment**

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

### **PVG Check**

This position involves regulated work, making it a legislative requirement that the successful candidate becomes a member of the Protection of Vulnerable Groups Scheme. If appointed, employment with the University will not be confirmed, until membership of the Scheme has been received. The successful applicant will be precluded from working with protected groups until that time.

### **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 held on Monday, 5 November 2018.

### **Equality and Diversity**

We value diversity and welcome applications from all sections of the community.

The University currently holds a Bronze Athena SWAN award, recognising our commitment to advancing women's careers in science, technology, engineering, maths and medicine (STEMM) employment in academia.

