



Job description

Recruitment Manager (UK & Europe)

November 2018

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched 21 partnerships with 19 universities in Europe, North America and Asia. We have enrolled over 50,000 students from 166 countries and now have about 1600 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

We are looking for a proactive and enthusiastic individual to develop our recruitment activities in the UK and in Europe.

With responsibility for the development and management of new and existing student recruitment channels, the post holders will be focused on key markets within the Region, including Turkey, the Balkans and parts of the UK

The position is part of the Regional Office of Europe and Central Asia, within the INTO's Global Recruitment Unit (GRU). The role of the Regional Office is to coordinate student recruitment to all INTO university partners from a wide range of recruitment channels, liaising and coordinating with various internal and external stakeholders.

Reporting line

The role reports to the Assistant Director, Europe and UK (AD EUK)

Job purpose

To develop a marketing and recruitment strategy for the designated markets within the Region and to deliver on budgeted enrolment numbers from recruitment channels and activities.

Key accountabilities and duties

Role and Responsibilities

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- Deliver on marketing and recruitment plans for the designated markets within the region
- Achieve annual targets set during Enrolment budget process within set financial budgets
- Proactively seek to maximise recruitment development opportunities through existing and new recruitment channels
- Analyse sales and marketing data to produce market reports to inform future recruitment development plans
- Undertake UK and overseas travel when necessary

Sales and Customer Service

- In conjunction with the ARD EUK, help set targets during Enrolment Budget process and develop an annual business plan to deliver on stated objectives.
- Use market research, knowledge and agent network to identify and prioritise market opportunities.
- Responsible for overall logistics, management and implementation of the regional marketing strategy for the achievement of targets and assist colleagues with collateral creation, market research, due diligence and other related functions.
- Promote and provide direct INTO programme counselling at fairs, workshops and other recruitment events and activities within the designated markets.
- Coordinate in market visits from centres and other INTO stakeholders to maximise return on investment through increased quality applications and conversion thereof.
- Conduct specific market research to propose and implement general strategic marketing strategies to increase INTO's visibility in new and existing market segments.
- Manage and grow business relationships with agencies and other suppliers of students within recruitment territory.
- Ensure agents always receive appropriate training and customer service.
- Act as first point of contact and liaison for any inbound agent visits to the UK, US or China, inclusive of centre visits, fam-trips and visits to the Brighton HQ.
- Liaise with Central Admissions, Enrolment Services and Student Support Services to encourage an efficient, customer centric approach to the student application process.
- Liaise with centre based staff to ensure free flow of information between regional office and centres.
- Ensure that Salesforce/CRM system is kept up to date with accurate agent details, reports from events, campaigns, student enquiries and in-country visits.
- Exhibit excellent presentation and business writing skills.
- Analyse, recommend and present recruitment, marketing and networking opportunities.
- Identify opportunities for program delivery by INTO and its subsidiaries.
- Present a professional and positive image of INTO at all times
- Suggest and make improvements to customer service at all levels within the organisation.
- Actively manage cost base to within budgeted levels.
- Ensure accurate financial reporting requirements are met.
- Timely and accurate submission of financial reports.

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification...

Person specification

	Essential	Desirable
Legal Status	<ul style="list-style-type: none"> Eligibility to live & work in the UK. Current passport allowing world travel, including to USA 	
Education/Qualifications	<ul style="list-style-type: none"> Undergraduate degree or equivalent 	<ul style="list-style-type: none"> Ability to speak a foreign language
Experience/skills	<ul style="list-style-type: none"> Previous work experience in US or UK higher education or pathway provision Experience of working with recruitment agents in the international education sector Understanding of private/public partnerships within higher education sector Experience of developing international student marketing and recruitment strategies, budgets and targets Understanding of private/public partnerships within higher education sector Experience of key account management High level of literacy and attention to detail to produce clear and concise reports and written material for a variety of audiences High level of competence in Microsoft Office applications including Word, Excel and PowerPoint Personable and empathetic - able to build relationships with people of various ages and from a range of backgrounds. Flexible. Cultural awareness and sensitivity. Self-starting and good use of initiative. Strong customer focus Commercial mind-set and awareness. Immaculate written & spoken English language. Team player with a driven, result oriented and focused mind Clear communicator with excellent 	<ul style="list-style-type: none"> A strong awareness of issues in marketing education services in an international context and the ability to apply that knowledge Experience of working within digital marketing and web promotional activities Understanding of the offerings and functions of INTO University Partnerships Understanding of international admissions in the higher education sector Understanding of the US and the UK education systems Knowledge of UK and US immigration and compliance Experience of working with Salesforce or other CRM systems Experience living, studying or working abroad.

	<p>presentation skills.</p> <ul style="list-style-type: none">• Ability to think creatively and innovatively – solutions focused.• Calm under pressure and when faced with extraordinary circumstances.• Ability to travel overseas a number of times per year and flexible in working hours with the ability to work occasional evenings and weekends	
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