

Job description (21 May 2019)

Assistant Director – Recruitment

Context

INTO is an organisation working in partnership with leading British Universities and investing in the development of world-class international student centres. It specialises in preparing students for undergraduate and postgraduate study in the UK. Our Centres deliver guaranteed progression onto leading British undergraduate and postgraduate courses.

INTO Queen's is an INTO University Partnerships (IUP) joint venture with Queen's University Belfast since 2019.

The Assistant Director – Recruitment role is central in leading, supporting and coordinating the sales and marketing activities undertaken across the INTO Regional Office network and Marketing Directorate to achieve student recruitment volumes at INTO Queen's. The role will lead direct marketing activity in the UK recruitment market as well as support global sales and marketing activities under the management of the Centre Director.

Reporting line

Employed by the joint venture, the post holder reports to the Centre Director.

Job dimensions

- To maximise the recruitment of international students to INTO Queen's by driving and supporting the promotional activities of the INTO global sales team spread across a network of over 20 overseas offices.
- To act as an impassioned advocate of the INTO Queen's student experience –ensuring the benefits are communicated successfully across a variety of media to all stakeholders.
- To develop and implement strategies with colleagues in-centre and the Marketing Directorate in coordination with our global sales teams and colleagues within partner universities to recruit international students to INTO Queen's and where applicable Queen's University degrees.

Key accountabilities and duties

Student recruitment

- To coordinate the achievement of student enrolment targets agreed with Centre Director and VP UK Recruitment for INTO by driving, supporting, training, motivating, influencing and gaining the mindshare of the INTO global sales team (which you do not directly manage).

- Development of an INTO QUB sales and marketing strategy in coordination with the Marketing Directorate; INTO Regional Directors and the relevant University staff resulting in the growth of enrolments of international students at INTO Queen's.
- Provision of ongoing training, support and detailed product knowledge to INTO's and Queen's University offshore sales staff.
- Support global sales staff at promotional events in order to articulate the INTO Queen's value proposition, program offerings. This will directly result in the development of a pipeline of applicants and, ultimately, enrolments.
- Work closely with the staff within the INTO Marketing and recruitment teams as well developing a close relationship with staff within Queen's University's faculties and International Office.
- Develop and implement a "retail" offer which maximises the recruitment potential offered by our location in the world's largest and most concentrated population of international students.
- Act as the expert 'voice and face' of INTO Queen's by providing detailed programme counselling and admissions advice to prospective students, parents and supply channel partners.
- Provide market insight information at relevant committee meetings, including new opportunities, product development as well as incentives and initiatives to drive recruitment.
- Lead on recruitment initiative proposals, inductions and roll out.
- Assist with incoming visits including familiarisation visits to both INTO Queen's and the University.
- Monitor, review and recommend changes to INTO Queen's product portfolio to enhance recruitment. Produce evidence-based recommendations to relevant University working groups about changes to INTO programmes entrance requirements, progression routes, scholarships, incentives, new products and the INTO student experience to maximise recruitment from INTO.
- Highlight any barriers to recruitment to INTO Queen's or to the University directly.
- Significant overseas travel to support promotional activities (20+ weeks).

Corporate Responsibilities

- Build a co-ordinated marketing and sales strategy which uses the combined strengths of INTO Queen's and relevant associate university partner marketing and sales network.
- Promote and deliver the customer promise – 'the quality student experience'.
- Coordinate and communicate with Regional Offices on the development and realisation of sales targets.
- Promote effective team building to achieve objectives.
- Identify and undertake market research.
- Manage the INTO Queen's Marketing and Communications Officer to support the development of student content for marketing materials online and offline.
- Promote best practice in all aspects of work, championing role-model behaviour and delivery.
- Build effective relationships with INTO partner universities, the International Office and other key internal and external stakeholders.
- Attend and provide reports to the relevant INTO Queen's University groups.

Relationships

- Cultivation and maintenance of solid, loyal relationships with INTO recruitment channels.
- Effectively engage with the market to ensure that quality students are recruited in a quality and timely way.
- Maintain and develop close working relationships with joint venture partners including academic staff, student services and pastoral support.
- Act as a customer champion within the centre.

Pastoral Responsibilities

- Build a culture and curriculum that takes account of the diversity of students.
- Be committed and responsible for promoting and safeguarding the welfare of children and young adults.

Miscellaneous

- Identify and take part in relevant training and/or self-development activities and apply relevant knowledge/learning outcomes to the role.
- Be trained to a minimum of Safeguarding Level 1.
- Adhere to all company policies and procedures including those in relation to your own and others' health, safety and wellbeing.
- Comply with General Data Protection Regulations in relation to student and company data.
- **Your 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

INTO Queen's University Belfast, 2-8 Lennoxvale, Belfast, BT9 5BY.

The nature of the work will require significant overseas travel of at least 20 weeks per calendar year plus additionally some travel within the UK.

Salary

Appointment will be made on Salary Band E (£35,936 to £48,621 per annum).

Bonus – up to a maximum of 20% of annual salary based on achieving key performance indicators to be set by the Centre Director.

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 meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment will be subject to an Enhanced AccessNI check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

See next page for Person Specification.

Person Specification

	Essential	Desirable
Legal status	<ul style="list-style-type: none"> • Appropriate AccessNI disclosure will be required prior to confirmation of appointment. • Eligibility to work in and travel freely to and from the UK, e.g. valid UK or EC passport or appropriate visa/work permits. 	
Academic qualifications	<ul style="list-style-type: none"> • Minimum Undergraduate degree 	<ul style="list-style-type: none"> • Postgraduate qualification. • Relevant recent professional development that prepares the applicant for this post. • Fluency in a language of one of our major source regions – Mandarin Chinese, Russian or Arabic.
Experience, skills and achievements	<ul style="list-style-type: none"> • In-depth knowledge of international student recruitment strategies. • Extensive knowledge of international student recruitment networks particularly in key markets such as China, India, North Asia, SE Asia and the Middle East. • Familiarity and experience in generating demand from a range of recruitment channels – including agents and direct recruitment. • Ability to influence and motivate a distribution network which does not directly report to you. • Ability to operate independently, instil trust and be self-motivated. • Excellent presentation and communication skills. • Culturally sensitive and comfortable with international travel. • Ability to cope in a start-up environment. • Enthusiastic and performance-driven team player. • Committed and responsible for promoting and safeguarding the welfare of children and young adults. 	<ul style="list-style-type: none"> • Track record in working with international students and their influencers. • Good understanding of the needs of international students. • Relevant experience of working in the UK HE/FE sector. • Experience of student recruitment from a “retail” perspective – possible gained from working in agency type environment.