



Job description

Recruitment Manager – Middle East & North Africa (MENA)

May 2019

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 22 partnerships with 20 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

This role is based in one of the core markets and is part of INTO's Middle East & Africa (MEA) Regional Office, responsible for representing INTO in the region and delivering budgeted enrolments to INTO's centres and partner universities.

Reporting line

The role reports to the Regional Director, Middle East & North Africa.

Job purpose

This role's core purpose is to manage our regional recruitment and development function for all our destination centres and partners in the US, UK and China within Jordan, Lebanon, Qatar & Morocco.

The postholder will help inform INTO's strategy as it relates to the region. Main areas of focus will be: achieving student recruitment targets; developing and maintaining relationships with key partners including, primarily, education agents, schools and sponsors; and raising our US and UK partners' profiles in the region.

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Key accountabilities and duties

The main duties of the post will include:

- Key Account Management to manage relationships with a network of MENA based agents to meet, and ideally exceed, student recruitment targets.
- Providing training to key agents and counsellors through regular visits and training sessions (face to face and with webinars).
- Supporting key agents in promotional activities including Fairs, Exhibitions and interview days.
- Collaborating with the wider Sales and Admissions teams to follow up enquiries and applications to convert and recruit new students.
- Taking a lead on follow-up activities to ensure high application to enrolment conversion rate, one of the KPIs for this role.
- Working with RO colleagues, including the Regional Director, MENA and Recruitment Director (MEA), and UK & US based colleagues to strengthen existing, and develop new, links with sponsors and schools in the region.
- Helping develop strategy for the region, including:
 - Working with the Regional Director, MENA to produce annual regional recruitment plans;
 - Budget management;
 - Providing market analysis and specialist knowledge to inform our work and investment in the region;
 - Working with our colleagues and partner universities on regional operations including facilitating inward visits from centre-based colleagues and investigating opportunities for recruitment growth in the region.
 - Working in consultation with the Operation Division-based marketing teams, to support global marketing campaigns and increase the reach of marketing communications within the region, including working with the marketing teams to ensure there are appropriate marketing materials for the region.

The Recruitment Manager will work on a full-time basis, representing INTO exclusively within the region. The post holder will need to demonstrate considerable initiative as they will be expected to work independently, managing agent relationships on a daily basis and representing INTO and its partners at several events each year.

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 will be based in one of the markets to be covered by the role. Extensive travel within the region and to the US and UK will be necessary and flexibility is required to meet the demands of the post, including 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 Serviced 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"> • Current passport allowing international travel 	
Education/ qualifications	<ul style="list-style-type: none"> • Degree or equivalent level qualification 	
Experience/skills	<ul style="list-style-type: none"> • Knowledge and experience of the international education sector including current challenges and opportunities and the competitive environment • Working within an international context and/or with individuals of different nationalities and backgrounds. • Experience of delivering and reporting against identified targets and objectives • The ability to manage an extensive workload with frequently conflicting priorities • Excellent written communication skills including being able to write project reports in a variety of formats • Good interpersonal skills including networking and relationship management • Excellent written, oral and presentation skills • Administrative experience and strong organisational skills • Fluency in English • Ability to enthuse, inspire and persuade others • Flexibility, adaptability and the ability to work on own initiative and as part of a team • Good IT skills, including Word, Excel, Outlook or similar • Attention to detail • Credibility and confidence in engaging with stakeholders, including senior managers, academics, agents, partners and sponsors • Must be target driven and willing to work, on occasion, outside usual office hours and to travel frequently and spend periods away from home as required 	<ul style="list-style-type: none"> • Experience of working in the Middle East, preferably in the education sector • Experience of managing budgets and resources • Experience of developing institutional partnerships • Understanding of application and admission processes in a higher education context • Fluency in Arabic