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| **Job Description** Job Title:  | International Development Manager  |
| Faculty/Department:  | International Office  |
| Reporting to:  | Senior International Development Manager  |
| Duration:  | Continuing  |
| Job Family:  | Administration  |
| Pay Band:  | 7  |
| Benchmark Profile:  | Administrator Band 7  |
| DBS Disclosure requirement: N/A |
| Vacancy Reference:  | SR0084 |

**Details Specific to the Post**

**Background and Context**

The International Office is central to the University’s aspirations for growth in the number and diversification of International students and the development of its programme portfolio. It is essential that new, sustainable, recruitment streams are sourced and developed. The University’s international student recruitment strategy is founded, in part, on direct recruitment and, in part, on the effective management of a network of agent and referral partners and, increasingly, on the sourcing and development of sustainable partnerships with educational establishments and sponsors overseas. Key to the success of this strategy will be the development of new market opportunities; appraisal of existing markets, effectiveness of agents and in-country activities.

The purpose of this role is to operate as an International Development Manager for a designated portfolio of countries; researching, developing and disseminating expert knowledge and taking responsibility for developing the university’s relations with those countries to support the student recruitment targets, teaching and research activities. The portfolio of countries may change over time to reflect evolving priorities.

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| The International Office will focus on: Increasing international revenue to the University through the increased recruitment of international and European students.  |
|  Increasing recruitment and business development opportunities by working with the Academic Partnership Office to source appropriate international partnerships that have the potential for cross-university benefits.  |
|  Broadening the range and diversity of international and European students by geographical region and subject of study.  |
|  Raising the international profile of the University, and increase the international awareness of the University, and its reputation and stature.  |
|  Broadening the University’s market coverage by developing new markets and re-assessing existing markets, all of which must provide a good return on investment.  |

**Specific Duties and Responsibilities of the post**

To act as a source of information, knowledge and advice, providing high quality up to date market intelligence, and identifying business opportunities (including the development of new markets) to support international student recruitment.

Support the Senior International Development Manager in research and development of market strategies within the framework of the University’s international student recruitment strategy.

Develop and maintain relationships in country with the University’s agent, partner and sponsor networks.

Undertake direct recruitment in country, through a variety of activities such as overseas missions, exhibitions and school visits.

Identify in country opportunities for partnership and liaise with the Academic Partnerships Office/ Research Office as appropriate (agreeing division of responsibility to maximise efficiency).

Maintain liaison with key units within the University on behalf of the International Office e.g. Admissions, Alumni Relations, Accommodation.

Develop and manage a portfolio of desk-based projects and coordinate the development of cross-university working e.g. coordination of a Summer School programme and conversion strategies.

Role involves regular international travel.

**GENERIC JOB DESCRIPTION**

The job duties and responsibilities listed below are intended to describe the general nature of the role. The duties and responsibilities and the balance between the elements in the role may change or vary over time depending on the specific needs at a specific point in time or due to changing needs in the department. Candidates should note that there may not be an immediate requirement to carry out all the activities listed below.

**Overall Purpose of the Role**

The role holder:

o Will provide professional advice and/or support, directly or indirectly, to faculty and/or department based upon a full understanding of a professional or specialised area of work

o Will have gained a professional qualification (or are working towards) and/or vocational or professional experience

o Will be expected to contribute to longer term developments within the faculty/department by giving advice and specialist support

o Will Influence decisions or events by working collaboratively internally and externally to the University

o Will evaluate and analyse information and use initiative and creativity to solve non standard problems.

o Liaise with the Director of International and senior management, develop highly creative and innovative marketing and recruitment solutions relevant to the region.

o May lead a team within the department and/or in project activity and plan, prioritise and monitor to ensure effective use of resources

**Main Work Activities**

**Communication**

 Provide advice and guidance of a specialist nature to managers, staff, students and visitors

 Deliver established presentations to communicate information across Faculty/Dept/University

 Attend meetings to report on information/data

 Take notes and produce formal minutes at meetings when required

 Draft formal documentation

 Compile procedural manuals and other University documentation

 Liaise with central and faculty Marketing Officers to develop suitable materials for recruitment including both traditional and digital media solutions.

**Teamwork**

 May be required to supervise the work of others

 Provides advice and guidance to other members of the team

**Liaison and Networking**

 Proactively develop and maintain internal and external contacts to benefit the University

 Participate in networks internally and/or externally

 Build and maintain relationships with key faculty colleagues (including senior leaders), staff, students and visitors to develop the Universities international proposition, offering advice and guidance where appropriate.

**Service Delivery**

 Provide specialist administrative support to colleagues including academic and administrative staff

 Develop and manage projects that contribute to improving service delivery

 Develop and maintain systems and processes to ensure effective delivery of the service

 Contribute to policy development

**Planning and Organisation**

 Organise and represent the area and University at events

 Plan and monitor the work of others

 Co-ordinate departmental processes in conjunction with senior colleagues

 Organise, prepare and service committees as appropriate

 Contribute to the longer term operational planning of the Faculty/Department

**Analysis/Reporting**

 Analyse qualitative and quantitative data producing draft reports identifying key issues that inform management interventions. Formulate recommendations and provide advice on the implications of the data

 Conduct research into international trends data (e.g. partner countries’ research priorities, funding streams, government-funded scholarships, forthcoming policy changes) considering trends over varying periods. Analyses and evaluate the research in order to develop international engagement plans in consultation with senior and academic colleagues

 Identify, monitor and report external factors that may impact the University’s international relationships (e.g. political, economic, policy, environmental factors) in priority regions, identifying risks and opportunities for the University

 Prepare market intelligence and competitor analysis regarding international markets in order to influence International Strategy and Plans

**Additionally the post holder will be required to:**

 Fulfil the employees’ duties described in the University’s health and safety policies and co-operate with the health and safety arrangements in place within the department. May be required to undertake specific health and safety roles on request e.g. Display screen equipment assessor, departmental safety officer, fire warden

 Show a commitment to diversity, equal opportunities and anti-discriminatory practices This includes undertaking mandatory equality and diversity training

 Comply with University regulations, policies and procedures

**COMPETENCY SPECIFICATION**

To fulfil your role, you will need certain knowledge, skills and competencies. The following competency specification provides a framework within which your performance will be assessed. The interview assessment may include, for example, testing on IT skills.

**The Competencies set out below are essential and are core requirements** needed to perform the role and any candidate who fails the requirement will not be taken forward for further assessment or to interview.

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| **Competency**  | **Identified by**  |
| **Knowledge and Experience** Fluency in Mandarin is essential **Application/Interview** |
| A relevant degree or equivalent qualification and/or experience.  | **Application/Interview**  |
| Can demonstrate a full understanding of a professional or specialised area of work.  | **Application/Interview**  |
| A good understanding of international higher education and transnational student recruitment.  | **Application/Interview**  |
| Experience of international student recruitment.  | **Application/Interview**  |
| Ability to establish rapport and good working relationships, taking account of cultural differences.  | **Application/Interview**  |
| Has an active approach to continuing professional development/undertaking training as appropriate for personal and professional development.  | **Application/Interview**  |
| **Communication (Oral and Written)** Can demonstrate the ability to provide information in a suitable format so that the others’ needs are met and adjusts the level of content to help others understand.  | **Application/Interview**  |
| **Teamwork and Motivation** Can demonstrate the ability to delegate work to others and/or help to build co-operation to deliver team results.  | **Application/Interview**  |
| **Liaison and Networking** Can demonstrate the ability to work across the University and/or externally to build and strengthen working relationships. Actively pursues a shared interest and works jointly to influence events and decisions.  | **Application/Interview**  |
| **Service Delivery** Can demonstrate the ability to seek ways to improve and adjust current levels of service. Deals with complaints and initiates contact with customers to obtain their reactions and views about the service and future needs.  | **Application/Interview**  |
| **Decision Making**  | **Application/Interview**  |
| Can demonstrate the ability to consider theimpact on the Faculty/Service. Knows wherea decision is beyond their responsibility andrefers to others.  |
| **Planning and Organisation** Can demonstrate the ability to ensure that the work is carried out effectively and that resources are available to meet demand. Identifies the need for further action and resources by monitoring progress.  | **Application/Interview**  |
| **Initiative and Problem Solving** Can demonstrate the ability to investigate problems to identify their cause, takes action to prevent recurrence of problems and considers possible solutions to identify those which offer wider benefits.  | **Application/Interview**  |
| **Analysis/Reporting** Can demonstrate the ability to select appropriate methods for data gathering and analysis. Gathers data thoroughly and accurately and subjects it to rigorous analysis. Obtains additional data if required.  | **Application/Interview**  |