**JOB DESCRIPTION**  
Head of International Student Recruitment  
Vacancy Ref: A2271

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Head of International Student Recruitment</th>
<th><strong>Present Grade:</strong></th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department/College:</strong></td>
<td>Recruitment, Admissions and International Development (RAID)</td>
<td><strong>Directly responsible to:</strong></td>
<td>Head of International Office</td>
</tr>
<tr>
<td><strong>Supervisory responsibility for:</strong></td>
<td>Team of Regional Managers (currently 5), and support staff (currently 2) and staff based overseas</td>
<td><strong>Other contacts</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Other contacts**

**Internal:**
- Director of Recruitment, Admissions and International Development
- Academic Dean, International
- Pro Vice Chancellor, International
- Associate Deans
- Heads of Department
- Head of Admissions
- Head of UK Student Recruitment and Outreach
- Director of Planning
- Departmental Recruitment and Conversion teams
- Strategic Partner Campus Staff

The Head of International Student Recruitment will be expected to work collaboratively with the Head of Global Experiences and Head of Overseas Programmes, as well as other colleagues across RAID, to ensure a high level of service is given both to external and internal stakeholders.

**External:**
- Appointed overseas representatives
- Stakeholders at partner institutions
- Buila/UK Higher Education Institutions
- British Council/SIEM
- Embassies/Consulates
- Ministries of Education
- Overseas funding bodies

**Job Purpose:**
- As part of the RAID management team and working closely with the Head of International Office, the Head of International Student Recruitment will lead on the development and execution of the University’s international and EU student recruitment and conversion strategy. This will involve identifying target markets with the potential to contribute to meeting University targets and recruiting students through varied channels. As part of the recruitment process, the post holder will develop an internal communications plan which effectively engages with key stakeholders from academic departments and professional services in the recruitment process.

**Major Duties:**

**Lead on International student recruitment**
• To lead the International Student Recruitment team in delivering the recruitment strategy to target and in budget.

• To analyse internal and external market information, including the effective use of analytics from customer relationship management tools, to underpin the recruitment strategy and to identify risks, barriers and opportunities when informing decision making and setting market priorities.

• To develop and implement a strategy for effectively increasing the number of qualified PG and UG applications from fee-paying students from all channels. These channels to include, but not limited to, the open market, overseas agents, an international schools network and a variety of international foundation programmes.

• To work with the Global Experiences Team and the Partnerships Team, supporting the recruitment of students from access and articulation partners and inbound study abroad channels.

• To devise, develop and execute a strategy for optimizing the network of overseas representatives working with and for Lancaster. To include implementing processes for University-wide agent communication planning and monitoring performance and regular visits to and/or remote meetings with key agents in primary and secondary markets.

• In collaboration with Lancaster University’s foundation partner’s sales teams, to optimise recruitment of International Foundation Year students on undergraduate and postgraduate pathways, and subsequent progression to the University.

• To oversee the development and implementation of an International Schools Strategy to be rolled out across key markets by the International Student Recruitment Team and staff in other units as appropriate.

• To oversee the development of a sponsor engagement programme to be rolled out across key markets by the International Student Recruitment Team.

• To work closely with the International recruitment and conversion teams within the Faculties to ensure efficient usage of overall University recruitment budgets and achievement of results.

• To proactively engage academic staff in the recruitment and conversion process to maximize opportunities in market.

• Ensure that Lancaster University marketing and promotion materials are appropriate and effective in a variety of international markets.

Financial
• To manage the international student recruitment budget optimizing market expenditure. The post holder will also be responsible for ensuring that expenses are submitted by the team on a regular basis and market budgets come in on target.

• To oversee the annual agent commission payment process and report to Head of International Office.

Stakeholder engagement and communication
• To provide a focal point for knowledge and expertise relating to the growth of international and EU students on campus and share best practice with colleagues across the University as required.

• To pro-actively engage with academic departments and contribute to the International Office’s communications plan for all key internal stakeholders via, for example, periodic information sharing workshops, scheduled and adhoc departmental meetings and regular newsletters.
• To oversee and host visits from overseas stakeholders to Lancaster University, including oversight of agent/counsellor conferences, as and when required.

• To work collaboratively with the UK Student Recruitment and Outreach team on optimizing recruitment from international students currently studying within the UK.

• To work collaboratively with the Admissions team to agree a grade equivalency benchmark and develop a resourcing model that supports the application and conversion process.

**Line management**

• To manage a team of UK based Regional Managers, support staff, overseas based Recruitment Officers (currently in Cyprus, Nigeria and China) and student ambassadors supporting them to identify key activities in their designated markets to meet their recruitment targets.

**Market information and reporting**

To work with the Regional Managers, to regularly update internal stakeholders on market intelligence in key markets. To deliver an annual market report for each area of activity in December each year.

• To monitor, review and analyse application statistics providing regular and ad-hoc reports on each market’s performance.

• To officially report on commercial representatives’ performance on a termly basis, and respond to anomalies in performance in a timely manner.

**Other duties**

• Other related tasks as required by Head of International Office and/or Director of RAID.

• To deputise, as necessary, for Head of International Office.

• To travel to strategically important markets as and when required on matters related to International Student Recruitment.