

JOB DESCRIPTION
Head of Global Student Recruitment Office (GRO),
Recruitment, Admissions and International Development
Vacancy Ref: A2901

Job Title: Head of Global Student Recruitment Office	Present Grade: 9
Department/College: Recruitment, Admissions and International Development	
Directly responsible to: Director, Recruitment, Admissions and International Development (RAID)	
Supervisory responsibility for: The role manages five direct reports: <ul style="list-style-type: none"> • Head of International Student Recruitment - G8 • Head of Recruitment Events and Visitor Experience – G8 • Global Recruitment Office Administrators (1.3FTE) – G5 • UK Student Recruitment Manager – G8 • Global Recruitment Development Manager – G7 	
Other contacts Internal: Chief Administrative Officer and Secretary, Pro-Vice Chancellors, Provosts, Faculty Deans and Associate Deans, Heads of Academic Departments, Director of Marketing and Engagement, Head of Marketing, Director of Finance, Director of Students, Education and Academic Services, Students’ Union and colleagues in Admissions, Global Experiences and the broader professional services team with responsibility and/or involvement is student recruitment activity. External: International Teaching Partnerships (ITPs), Agents supporting the University’s recruitment activities (including International Study Group), UCAS, Government/funding bodies in markets, Prospective Home and Overseas students, Parents, School Headteachers and Principals of FE Colleges, International schools and colleges, Alumni, British Council, Council of International Schools, Embassies and Ministries of Education, Advertising/Design and PR agencies, Deputy/Associate Directors and Directors of Student Recruitment at other UK Higher Education institutions and other influencers of prospective students.	
Job Purpose: The post holder will lead and manage teams of professional global student recruitment and events staff within the Division of Recruitment, Admissions and International Development (RAID). They will shape, implement and operationalise the University’s strategic objectives relating to global student recruitment and the prospective student experience. In addition, the post holder will be responsible for developing and maintaining a broad range of strong and effective senior working relationships, influencing appropriately to secure Lancaster’s strategic position. The role holder will be a senior representative of the University to a wide range of senior decision-makers in external organisations and at events across the world, including Embassies, Schools and FE Colleges.	
Major Duties: <ul style="list-style-type: none"> • Develop, review and lead student recruitment strategies and services with measurable and achievable targets for all aspects of the global market, which are monitored and evaluated regularly, reporting to senior University managers and external stakeholders (e.g. OfS, agents, government bodies etc.) • Direct and lead the management of the global student recruitment services to deliver high standards of delivery thereby creating a culture of continuous improvement and excellent value for money. • In conjunction with the Director of RAID, lead the formulation of recommendations for University strategy for the recruitment of all student demographic groups to the University, consulting and influencing as appropriate and direct the implementing of delivery in partnership with key senior staff. 	

- Undertake continuous analysis of the competitive global student recruitment environment and behavioural trends, paying particular attention to the University's key feeder markets and identifying emerging risks to future recruitment and direct plans and resources to mitigate risks accordingly.
- Direct the recruitment, co-ordination and monitoring of a network of agents appointed by the University to support global recruitment activity, ensuring financial compliance with University policy.
- Act as an Ambassador and representative for the University nationally and internationally both as an individual and in concert with other senior University staff. This includes representing the University at external events globally.
- Engage as a senior representative of the University with a range of senior decision-makers in external organisations (e.g. Government funding bodies, Embassies etc.) to support the delivery of business objectives.
- Take a lead role in building relationships with senior contacts at external bodies and senior peers at other Higher Education institutions, influencing as appropriate and securing Lancaster's position.
- Develop and lead effective recruitment campaigns in conjunction with the Head of Marketing, acting as the subject matter expert for devising and implementing global student recruitment collateral and communications, including digital outputs.
- Direct and oversee the deployment of resources relating to global student recruitment. This includes the management of budgets relating to on and off-campus student recruitment activities, ensuring that resource is utilised effectively and that relationships with internal and external suppliers/agencies are monitored, negotiated and reviewed regularly for positive return on investment.
- Direct the management of all student recruitment events (e.g. Open Days, Agent Conference, Campus Tours etc.) in consultation with senior academic and professional service staff.
- Consult with the full range of stakeholders (e.g. academic departments, faculties, schools/colleges, funding bodies etc.) to ensure that service delivery approaches and associated policies continue to develop to meet the needs of various stakeholders.
- Direct the Global Student Recruitment and Events staff teams (including student staff) to achieve objectives set and give strategic leadership, vision and development to the departmental management team.
- Oversee the provision of professional advice, training and education in all areas of student recruitment to enable all relevant staff to be empowered to contribute to activities which deliver to business goals.
- Ensure Performance and Development Reviews are undertaken by all members of the department and that they contribute to the identification of staff development and training, as well as being a vehicle for appropriate performance management and succession planning.
- Provide high quality written reports, information and presentations for internal, external and global audiences.
- Be a senior member of the Recruitment, Admissions and International leadership team, acting as Deputy to the Director of service, and support with the ongoing development and implementation of successful strategies to secure income generation for the University.
- Any other duties related to the post as determined by the Director of Recruitment, Admissions and International Development.