## JOB DESCRIPTION

**Vacancy Ref:** A3054

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Regional Manager – South East Asia</th>
<th><strong>Present Grade:</strong></th>
<th>7</th>
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<tr>
<td><strong>Department/College:</strong></td>
<td>Recruitment, Admissions and International Development</td>
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<td><strong>Directly responsible to:</strong></td>
<td>Head of International Student Recruitment</td>
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<td><strong>Supervisory responsibility for:</strong></td>
<td>Engagement and Liaison Officer - Malaysia</td>
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### Other contacts

**Internal:**
- Head of International Student Recruitment
- International Marketing Manager
- Director of Recruitment, Admissions and International Development
- Departmental Admissions Officers
- Faculty and departmental academic and administrative staff
- Other departments within Recruitment, Admissions and International Development (RAID)
- Other sections in Professional Services e.g. Communications and Marketing, Registry, Finance, Accommodation, International Student Advisory Service, Alumni and Development Office etc

**External:**
- Deans and Head of Departments at Partner universities
- Prospective Students and their influencers
- University student recruitment agents and representatives
- British Council
- Embassies and Ministries of Education
- UK Higher Education Institutions
- Sponsoring organisations
- International feeder schools and colleges
Job Purpose:

- Working with colleagues within Recruitment, Admissions and International Development (RAID), contribute to the achievement of the University’s international student recruitment targets and overall international strategy.
- To represent Lancaster University in designated overseas markets to raise its international profile and to achieve recruitment targets in those markets.
- To develop, deliver and evaluate marketing and recruitment strategies in designated overseas markets through a variety of channels to include: agent network, open market and through partner institutions.

Major Duties:

1. **International Student Recruitment**
   a. **Operational planning, including logistics and financial**
      i. To lead international student recruitment in designated countries in support of the University’s international strategy, including:
         - Developing and implementing student recruitment plans for the recruitment of international students to Lancaster’s degree programmes at Bailrigg and at partner universities overseas.
         - Representing Lancaster University overseas and in the UK, including exhibition attendance, visits to partner universities, schools, colleges and other key stakeholders
         - Working collaboratively with the International Programmes and Partnerships Team, support the development Access and Articulation programmes in partner institutions including monitoring and conversion visits.
      ii. Fully prepare, in advance, for overseas trips to include:
         - Registration onto events
         - Ensuring freight is delivered
         - Book all flights, transfers and hotels
         - Apply for and secure necessary visas to cover entire trip
         - Fully prepare itinerary, including scheduling of meetings, and risk assessment to cover entire trip
         - Arrangements for required cash advance
         - Advise support staff to send relevant warm-up emails
      iii. Following up after activities
         - Complete relevant trip reports and action follow-up conversations
         - Complete expenses report

   iv. Managing recruitment activities within the agreed budget and to deadlines

b. **Stakeholder engagement and communication**
   i. **External**
      - To manage agent networks including training and application management, performance monitoring and relationship development within designated markets to contribute to annual agent report
      - To organise and host visits from overseas contacts to Lancaster University
      - To develop and maintain productive relationships with key external partner organisations such as the British Council, Ministry of Education, Government bodies and other sponsors

   ii. **Internal**
      - To facilitate visits by academic staff to designated countries
      - To support the development of alumni relations in conjunction with the Alumni and Development Office
To develop productive relationships with colleagues across the University and to provide advice and expertise relating to international student recruitment to academic and administrative departments

To work closely with colleagues situated in Lancaster University’s overseas offices, where applicable, to increase student recruitment to Bailrigg and offshore campuses.

2. Overseas Partner Support
   i. To work collaboratively with colleagues in the International Office
   ii. To promote and support the University’s International Teaching Partnerships (ITP) within the designated markets Duties will include assisting with recruitment to the ITPs, membership on the ITP’s Partnership Management Group, responding to, or redirecting, queries from colleagues at ITPs and the Partnership Director
   iii. To contribute towards incoming Study Abroad targets (fee-paying incoming students) within designated markets

3. Market Information and Reporting
   i. To provide knowledge and expertise relating to the growth of international students on campus from the designated markets
   ii. To provide high quality market intelligence, expert knowledge and data as required
   iii. To contribute to the annual market report to inform the development of country strategies and to identify new business opportunities

4. Other duties
   i. To design, develop and implement discrete recruitment-related projects to support the recruitment and conversion of international students
   ii. Any other duties commensurate with the grade of the post as may reasonably be required by the post holder’s Line Manager and the Head of the International Office

Designated Markets: The Regional Manager will take responsibility for recruitment from specified regions. However, they must demonstrate the flexibility to support recruitment activities within, and ad hoc visits to, other markets as required at the request of his/her line manager or the Head of the International Office.

Overseas Travel: This post includes a significant amount of overseas travel (usually in the region of 12 weeks per year) for periods of up to 3 weeks at a time. The peak periods for travel within the team are from late September to December and from February to April.