JOB DESCRIPTION
Head of International Student Recruitment
Vacancy Ref: A3432

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Head of International Student Recruitment</th>
<th>Present Grade:</th>
<th>8P</th>
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<tbody>
<tr>
<td>Department/College:</td>
<td>Recruitment, Admissions and International Development</td>
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<td>Directly responsible to:</td>
<td>Head of Global Recruitment</td>
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<td>Supervisory responsibility for:</td>
<td>Team of Regional Managers (x 5), Engagement Liaison Officer (x 1) and staff based overseas</td>
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Other contacts

Internal:
Senior level liaison with Pro-Vice Chancellor Global; UG, PG and International Associate Deans; Admissions Tutors; Admissions; Faculty and Departmental Recruitment and Conversion teams; Marketing; Student Based Services, especially Registry; ISS; Governance and Planning; Strategic Partner Campus Staff

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

External:
Prospective Students and their representatives; University student recruitment agents and representatives; International Teaching Partner Staff; Partner universities; Embassies and Ministries of Education; UK Higher Education Institutions; Sponsoring organisations; Policymakers and regulators; other HEIs; and Schools

Job Purpose:
Lancaster University’s Head of International Student Recruitment is responsible for the development and execution of the University’s international 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. The post holder will develop and maintain effective communication networks and mutually beneficial working relationships with a range of key stakeholders internally and externally.

Major Duties:

International Student Recruitment

- To lead the International Student Recruitment team in delivering the recruitment strategy to target and in budget.
- To monitor, evaluate and report on trends and developments across priority and emerging markets to inform recruitment strategies, identify risks, barriers and opportunities.
- To develop and implement a strategy for effectively increasing the number of qualified UG and PG applications from all channels. These channels include, but are 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, supporting the recruitment of students from access and articulation partners and inbound study abroad channels.
- To optimise the network of overseas representatives working with and for Lancaster through implementing processes for University-wide agent communication planning, monitoring performance and undertaking 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 across key markets.
• To oversee the development and implementation of a sponsor engagement programme across key markets.
• To agree a schedule of recruitment events and activities based on market research, previous performance and strategic priorities.
• 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 work closely with colleagues in Marketing to ensure that Lancaster University marketing and promotion materials are appropriate and effective in a variety of international markets.

Financial
• To effectively manage the international student recruitment budget optimising market expenditure and market budgets come in on target.
• To oversee the annual agent commission payment process.

Stakeholder engagement and communication
• To provide a focal point for knowledge and expertise relating to the growth of international 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 Student Recruitment 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 take a lead role as the subject matter expert in developing exemplary customer service standards and strategies in the delivery of activities and interaction with both internal and external contacts.
• To work collaboratively with the UK Student Recruitment team on optimising recruitment from international students currently studying within the UK.
• To work collaboratively with the Admissions team to develop a resourcing model that supports the application and conversion process.

Line management
• To manage and provide direction for a team of UK based Regional Managers, support staff, overseas based Recruitment Officers (currently in India, Nigeria and China) and student ambassadors supporting them to identify key activities in their designated markets to meet their recruitment targets.
• To be responsible for the training, development and ongoing management of the team, including setting objectives and targets and monitoring performance.

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.
• 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
• To champion business process improvements where this may improve efficiency and contribute to delivering the University’s strategy priorities.
• Any other duties as may reasonably be required in line with the seniority of the scope of this role as directed by the Head of Global Recruitment.
• To travel to strategically important markets as and when required on matters related to International Student Recruitment.