



Job Title: Global Recruitment Officer
Grade: 6
Salary: £32,296 to £36,924 per annum, pro-rata if part-time
Department: External Relations
Hours/Contract: Full-time or job share, Permanent
Job Family: Management and Administration
Reference: 11097

Role Overview

As a key member of the Future Students Office, you will contribute to shaping and advancing the University’s International Student Recruitment Strategy, focusing on both overarching objectives and designated international markets.

Role Purpose

The purpose of this role is to develop and implement targeted recruitment strategies for designated international markets, focusing on achieving the University’s recruitment objectives. This includes creating effective market plans, fostering relationships with key recruitment channels, and building brand awareness. Working closely with the Future Students Office and other University stakeholders, you will play a central role in expanding the University’s reach and impact by delivering a variety of market-specific engagement activities and events.

Main Duties and Responsibilities

- Develop and manage effective working relationships with overseas stakeholders in designated markets, providing guidance on education systems, qualifications, and the University’s requirements. Offer continuous support for offer-holders until registration.
- Represent the University at recruitment events, including international education exhibitions and promotional visits. This will involve working flexible hours, including weekends, evenings, and public holidays.
- Achieve recruitment targets for specified regions in alignment with the University’s corporate objectives.
- Manage and analyze recruitment channels, such as agents, within designated markets, assessing their effectiveness and recommending improvements.
- Conduct market research, data analysis, and projects to map trends, support market/program development, and inform recruitment and marketing strategies.
- Organize visits from international representatives, including overseas education authorities, government officials, and representatives from partner institutions.
- Contribute to other activities associated with the work of the Future Students Office as required including on-campus activities like Open Days, and other promotional events.
- Develop comprehensive market plans outlining priorities and strategic opportunities for specified regions, targeting recruitment growth.





- Plan efficient and cost-effective recruitment trips, ensuring key objectives and targets are met.
- Prepare and deliver presentations to students, teachers, parents, and Agents covering topics related to higher education, the admissions process, and university life.
- Provide specialized advice on the admissions process for the University of Leicester to prospective students and their advisors.
- Establish and maintain relationships with target institutions and organizations in assigned regions.
- Assist academic departments in executing subject-specific recruitment activities and events.
- Contribute to the development of marketing materials, communication plans, and oversee copywriting and proofreading.

Internal and External Relationships

- Responsible for building day-to-day working relationships, and strategic long term relationships with all areas of the school and college sector, through visits, events, meetings, telephone and both formal and informal email and print communication.
- Responsible for providing specialist, credible, professional advice to prospective students and their parents on a wide range of issues relating to HE.
- Responsible for relationship management international student agents in designated markets
- The post-holder will need to work closely with Divisional colleagues to maximise the quality, effectiveness and consistency of all communications activity.
- Responsible for building working relationships with academic and support staff in academic departments in order to facilitate the effective delivery of central and subject specific recruitment strategies and events.
- Will need to build close working relationships with key staff in other corporate services (eg. Security, Residential and Commercial Services, Registry, Finance), to ensure effective delivery of a wide range of activities and events.

Planning and Organising

- Large scale events are scheduled up to a year in advance, to fit around school calendars, the University calendar and the recruitment cycle.
- Smaller events need to fit within the cycle, and priority given to target schools and colleges.
- Timing of school, enquirer and applicant communications is key, and planning ahead with an awareness of the distinct peaks and troughs of activity is critical.
- Plan and organise own workload to ensure that requirements are met for multiple projects.
- Organise the delivery of events both inside and outside the University, including travel, resources and support materials.
- Organise the delivery of distinct communications plans, ensuring that deadlines are met.





Qualifications, Knowledge and Experience

Essential

- Educated to degree level or equivalent. *
- Knowledge of the Higher Education applications process*
- Cultural awareness and sensitivity
- Some previous office experience, ideally in a customer service-based environment or in an academic environment*

Desirable

- Experience of working in a University or comparable environment*
- Experience of working with overseas recruitment agents*
- A professional marketing qualification*
- Experience of copywriting and developing communications plans*
- Experience of working in international student recruitment
- Experience of studying or working abroad
- Good level of knowledge and understanding of current issues in higher education as they inform and influence higher education policy and the student experience*
- Some experience of primary research, data collection and analysis*
- Some supervisory experience*
- Knowledge of other languages

Skills, Abilities and Competencies

Essential

- Excellent verbal and written communications skills. *
- Must be a confident and able public speaker.
- Strong interpersonal skills at all levels including the ability to engage with young people, parents, teachers, Agents as well as academic and support colleagues in the University. *
- Ability to manage a complex and varied workload, to work under pressure and to tight deadlines, and to work on own initiative. *
- Ability to analyse data to provide information for reports. *
- Ability to write reports, correspondence and other documentation. *
- Excellent IT and word processing skills, including MS Office Word, Excel and Outlook. *
- Cultural sensitivity and intercultural communication skills to deal effectively with international organisations and individuals, including those at senior levels





Desirable

- Ability to devise and deliver relevant training programmes.
- Supervisory skills.

****Criteria to be used in shortlisting candidates for interview***

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

