



Job Title: Head of International Student Recruitment
Grade: 9
Salary: £57,696 to £64,914 per annum, pro-rata if part-time
Department: Future Students Office
Hours/Contract: Full-time or job share, Permanent
Job Family: Management and Administration
Reference: 10664

Role Purpose

The Global Recruitment Team supports the University’s strategic objectives relating to student recruitment for UK and International markets as well as its commitment to Widening Access.

The International Recruitment Team is responsible for developing and operationalizing a global recruitment plan for all business lines (UG, PGT, PGR and DL to include Pathway and short courses) as well as supporting the development and implementation of our 10 year internationalization strategy, which launched in 2023.

The role-holder will work closely with and report to the Director of the Future Students Office (FSO) to develop and implement a plan which successfully operationalizes the University’s global recruitment and market engagement strategy - ensuring the delivery of consistent and repeatable international income growth, channel and nationality diversity, brand building and wider international engagement to agreed targets, within our 5 year plan.

The role-holder will set high standards in the delivery of data-driven international market engagement plans and manage a passionate, innovative and highly driven international sales team (a majority of which are based offshore).

The position requires a person with relevant and demonstrable experience in international student recruitment and business development with a track record of success and achieving targets. Excellent team leadership and management skills; including the ability to work with and through others, set and achieve high standards, as well as support and motivate others to excel are critical. Equally important is an ability to translate complex admissions, geographical and demographic data into a robust long term recruitment strategy that can be seamlessly applied to every stage of the student journey.

Main Duties and Responsibilities

International Recruitment Strategy

- Develop, implement and evaluate strategic operating plans for international markets that deliver against the University’s strategic priorities, focusing on both undergraduate and postgraduate recruitment activity as well as PGR and DL.
- Lead on the development and implementation of a multi-year data-led global recruitment plan which provides a focused road map for market engagement and supports the wider 5-year Marketing and Recruitment Strategy.
- Ensure the development of reliable pipelines of international students across markets and channels, build the University’s international brand profile and be agile and adaptable, balancing risks associated with the peaks and troughs inherent in global recruitment.





Management

- Lead a team of over 20 dynamic, target-driven Global Recruitment professionals based in the UK and offshore (to include Bangkok, China, Ghana, India, Malaysia, Nigeria, Taiwan, Tanzania and the UAE). The role involves direct line management of Associate Heads and Regional Leads.
- To be a key member of the FSO Senior Management Team, represent the Director on working groups, project teams and committees as required.
- An annual International Student Recruitment budget in excess of 500k.

Recruitment Operations

- Establish and manage a timely planning process which ensures the University is maximising market opportunities as outlined in our 10 year Internationalisation Strategy.
- Create an agile sales management infrastructure which allows for dynamic market conditions and spreads recruitment risks across markets, channels, Colleges, study levels and subject areas.
- Ensure proactive and agile budget management and control mechanisms are in place across recruitment teams, delivering to agreed ROI measures.
- Lead on the development of key 'levers' of recruitment such as the International Scholarship and Incentive Strategies, ensuring the schemes are fit for market at the right time, fair and meets agreed ROI measures.
- Ensure that student recruitment practices are responsible and support the University's adherence to UKVI Compliance metrics.
- Oversee stakeholder relationships, ensuring clear and consistent ownership, management and engagement, and lines of responsibility for all accounts.
- In conjunction with the Director of the FSO, lead on commercial management of key recruitment partners, ensuring commercial contract terms deliver value for the University, negotiating bespoke recruitment agreements with partners.

Recruitment Marketing and Insight

- Work with colleagues across FSO, Brand, Marketing and Engagement as well as Communications to support and inform the development of international marketing and communications.
- Monitor, evaluate and report on trends and developments across priority and emerging markets to inform recruitment strategies and development opportunities.
- Work collaboratively with the College Student Recruitment and Marketing Team in Marketing to develop College level recruitment plans which complement the University's central recruitment objectives

Reporting and monitoring

- Provide operational oversight and monitoring of all in-market recruitment activities in-cycle, working in close collaboration with other teams in the FSO to provide timely and consistent recruitment performance forecasts and updates against target to senior management.





Internal and External Relationships

Agents, Pathway providers, sponsors, B2B/B2C Clients, Schools, and Colleges: Responsible for building strategic institutional level working relationships.

External partners to include UCAS, British Council, BUILA, Unibuddy, Enroly. Responsible for building strategic institutional level working relationships.

Colleges and Academic Schools: responsible for gaining buy-in and support from senior staff and College Deans of Internationalisation and for building working relationships with academic and support staff in Academic Schools in order to facilitate the effective delivery of central and subject specific recruitment strategies and events.

Corporate Services: responsible for gaining buy-in and support from senior staff, and for building close working relationships with key staff in areas such as Careers, Student Support, Academic Registry and Finance, to ensure effective delivery of a wide range of activities and initiatives.

Staff within the Global Recruitment Team and wider Future Students Office Teams (Admissions and Applicant Experience, Business Systems and Intelligence, Global Business Operations and College Student Recruitment and Marketing).

External Relations: the post-holder will need to work closely with Divisional colleagues in Marketing, Development and Alumni and the Centre for International Training and Education (CITE), contributing to the quality, effectiveness and consistency of all international recruitment activity

Planning and Organising

The role requires high levels of planning and organization: external admissions cycle-related deadlines must be adhered to and woven into long and short term strategic recruitment and outreach plans. Demographic and subject demand data must be consulted at all times.

Contribute to the long term planning of the University's Global Recruitment Strategy

Qualifications, Knowledge and Experience

Essential

- Educated to degree level or equivalent*
- Experience in the development of international recruitment and conversion strategies within the higher education sector.*
- Detailed knowledge and experience of international student recruitment markets globally, with experience of managing recruitment across multiple territories including India plus one or more other major student recruitment markets for the UK.*
- Evidence of consistently meeting or achieving targets.*
- Experience of managing and motivating a dispersed recruitment or sales team.*
- Strong track record in the effective management of resources and delivery to ROI objectives.*
- Knowledge and experience of UKVI compliance metrics and audit procedures
- Evidence of challenging the status quo to deliver operational efficiencies, which





support growth objectives.

- Knowledge of the UK Higher Education system with a strong understanding of current policies and practices in relation to internationalization and the role of marketing in higher education. *
- Proven track record in devising, implementing and evaluating strategies and operational plans which deliver organisational objectives.
- Experience of efficiently managing budgets. *

Desirable

- Experience of delivering growth across a range of smaller recruitment markets*
- A marketing or management qualification. *
- Experience of project management
- Experience of new project implementation, especially cross-departmental*
- Experience of working overseas*
- Build and maintain a network of contacts across the sector which will make a positive contribution to the University's internationalization strategy.

Skills, Abilities and Competencies

Essential

- Proven leadership and working skills, including the ability to work with and through others
- Have a strategic mindset with a proven track record of devising and implementing successful and creative international recruitment strategies.
- The ability to build and nurture effective relationships and networks and to influence stakeholders at all levels (internally and externally) in order to achieve business goals.
- Demonstrable ability to prioritise own workload and meet deadlines as required with persistency and ability to see things through to a conclusion.
- Ability and willingness to travel within the UK and internationally, up to 12 weeks a year.
- Advanced digital fluency in order to use management information systems to inform strategic and operational decision making.
- Excellent presentation skills with the ability to present in front of a variety of audiences including senior colleagues, students and their influencers.*
- Excellent verbal and written communications skills. Ability to prepare and develop strategies, proposals, plans and reports for a senior audience.*
- Ability to analyse data and develop cohesive reports.*





Desirable

- Ability to speak a foreign language.
- Experience of studying overseas.

The post will involve some travel within the UK and overseas. Working significant anti-social hours will be necessary, involving evening and weekend working.

****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.

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

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.

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 equity 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 equity, diversity and inclusion.

