

<b>Organisation:</b>	Luminate Education Group
<b>Primary Organisation Supported</b> <i>(only use this field for LEG service member of staff)</i>	Leeds Conservatoire
<b>Core Job Role:</b>	n/a
<b>Job Title:</b>	Senior International Recruitment Officer
<b>Reports to:</b>	Head of International Recruitment
<b>Grade</b>	C
<b>Date of compilation:</b>	July 2024

### ROLE SUMMARY:

Play a key role within the International Recruitment Team contributing to successful international student recruitment at Leeds Conservatoire and additional provisions that may be developing within the Luminate Group (as required) as well as the maintenance and growth of the institution's reputations in overseas markets.

Manage relationships with relevant external organisations including, but not limited to, recruitment agents, overseas feeder schools and institutions with whom there are partnerships geared towards student recruitment, as well as building successful relationships with a wide variety of internal staff.

Contribute to overall international recruitment, marketing and conversion strategies.

Regular overseas travel will be required as well as flexibility with weekend and evening work to meet the requirements of the post.

### SPECIFIC ROLE RESPONSIBILITIES:

- Under the supervision of the Head of International Recruitment take responsibility to deliver recruitment activity in priority international markets, both established and emerging, in order to meet recruitment targets.
- Have an awareness of market trends and competitor practice, as well as reflecting on completed activity to aid the development of plans for international marketing and recruitment as well as contributing to wider departmental strategic priorities and forecasting.

3. Support the Head of International Recruitment to manage a network of education agents, including their selection and vetting, with support from the team to deliver training (both initial and recurring) and process commission payments
4. Undertake activity which contributes to the conversion strategy and ensures an increased brand awareness with agents, schools and institutions.
5. To work collaboratively and effectively with the Luminate international team and colleagues in departments across Luminate's institutions such as marketing, academic and support services, as and when required.
6. To plan and/or attend events in international markets including but not limited to fairs, auditions and workshops, and where appropriate use discretion to assign attendance to qualified delegates (for example academic tutors).
7. Support with identifying, contacting, and building links with international schools and organisations developing activity that generates overseas applicants to the institution's courses through means such as hosting incoming visits to the conservatoire; agent contracts; progression agreements, curriculum enrichment activities (masterclasses, talks etc.); provision of information and guidance.
8. To grow the reputation of the institutions and raise the awareness of opportunities to study within identified markets and environments, ensuring the recruitment of overseas undergraduate and postgraduate students. Ensure activities are delivered on time and in accordance with the set budget.
9. Oversee the participation of academic staff in overseas recruitment events, as is required.
10. Work within the Leeds Conservatoire International Recruitment Team to support on administrative tasks including, but not limited to, finance administration, mailbox management and student ambassador payments
11. Support senior colleagues in the delivery of specific projects
12. To work on own initiative particularly when working overseas; managing time effectively, decision making and adapting to changing circumstances
13. Undertake any duties commensurate to the role as needed.]

#### **CORE RESPONSIBILITIES:**

14. Support the internal development of relevant skill sets.
15. Attend and contribute to team meetings, planning days and other departmental staff events.
16. Liaise with external agencies as required.
17. Engage in policy development and review activities.
18. Develop and maintain offline and online information and communication.
19. Participate in relevant student activities and enrolment, which will involve occasional weekend and evening work.

20. Attend and contribute to team meetings and staff development activities, sharing information and best practice.

21. Provide information and data to enable timely reports to be collated.

### **GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:**

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

#### **Few rules & clear boundaries**

*The ability to be creative, within areas of focus.*

#### **Ownership & performance**

*Using our robust business planning model to allow areas to have clear ownership over their vision and remit.*

#### **Energy & enjoyment**

*Fostering an environment that enables our people and learners to be brave, interact and have fun.*

#### **Creative & reflective**

*Always hungry to learn and looking ahead to see what is on the horizon.*

#### **Passion & ambition**

*Encouraging all to think aspirationally, inspiring others to do the same.*

#### **Collaborative & responsive**

*Proactively seeking opportunities to create synergies and positive outcomes for all.*

## Person Specification

<b>Job Title:</b>	Senior International Recruitment Officer
<b>Department</b>	International Recruitment

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

<b>Qualifications and Attainments</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	Q1. Education to degree level or relevant professional qualification or equivalent professional experience	A / C
<b>Experience and Knowledge</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	EK1. Ability to demonstrate an informed understanding of the international political, economic and social factors affecting the flows of international students to the UK	A / I / P
E	EK2. A sound understanding of Higher Education including education marketing; student recruitment and admissions.	A / I / P
E	EK3. Evidence of ability to work flexibly and collaboratively as a team colleague within and across teams to achieve shared goals and objectives.	A / I

E	EK4. Experience of gathering, analysing and implementing market data to inform recruitment activity and priorities	A / I / P
E	EK5. Ability to work on own initiative particularly when working overseas; managing time effectively, displaying confident decision making and adapting to changing circumstances	A / I
D	EK6. Experience of living and working outside the UK and/or competency in a language other than English.	A / I

<b>Skills and Competencies</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	SC1. Confident building relationships with stakeholders, such as external agencies, other tertiary institutions, academic staff and senior management	A / I
E	SC2. Excellent written and verbal communication skills. Must be able to communicate effectively to a wide range of stakeholders including delivering presentations with a high level of professionalism.	A / I / P
E	SC3. A strong customer focus with a track record in delivering outstanding customer service	A / I
E	SC4. Ability to work well under pressure to meet tight timescales/targets demonstrating good time-management and prioritisation skills	A / I
E	SC5. Cultural awareness and sensitivity to deal with international students / visitors	A / I
E	SC6. A good level of computer literacy including but not limited to, word processing, databases and some knowledge of web management and social media networks	A / I
E	SC7. Ability to participate in multiple overseas work trips across the year, potentially lasting weeks at a time. Also amenable to some evening and weekend work within the UK.	A / I

<b>Behavioural, Values and Ethos</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	B1. Support and promotion of equality, diversity and inclusion	A / I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	A / I
E	B3. Commitment to the PREVENT agenda	A / I
E	B4. Commitment to professional standards	A / I
E	B5. Commitment to restorative practice approaches	A / I