



## Job Description

<b>Organisation:</b>	Luminate Education Group
<b>Primary Organisation Supported</b> <i>(only use this field for LEG service member of staff)</i>	[ ]
<b>Core Job Role:</b>	N/A
<b>Job Title:</b>	International Student Recruitment Manager
<b>Reports to:</b>	International Management Team
<b>Grade</b>	E
<b>Date of compilation:</b>	March 2024

### ROLE SUMMARY:

Responsibility for the recruitment of international-fee-paying students to University Centre Leeds and additional provisions that may be developing their international offer (e.g. Leeds Sixth Form and ESOL), as well as the maintenance and growth of the institution's reputations in overseas markets.

Play a key role in managing 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.

Be responsible for managing an allocated budget; ensuring good return on investment, identifying key priority markets and contributing to overall international recruitment, marketing and conversion strategies.

Line management responsibility within the International Recruitment Team

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:

1. To manage the delivery of recruitment activity in priority international markets, both established and emerging, in order to meet recruitment targets.
2. To analyse data, conduct market research and reflect on completed activity to develop plans for international marketing and recruitment as well as contributing to wider departmental strategic priorities and forecasting.
3. 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
6. Work with the international team to co-ordinate the formation, development and implementation of short-term and long-term marketing strategies for the launch of new courses across the institutions, as well as other proposed marketing activity to support the KPIs of the institutions, demonstrating a clear rationale with regards to regional targeting and resources used.
7. 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.
8. Lead on identifying, contacting, and building links with international schools and organisations, developing activity that generates overseas applicants to the institutions courses through means such as: hosting inward visits to the conservatoire; agent contracts; progression agreements, curriculum enrichment activities (masterclasses, talks etc.); provision of information and guidance.
9. 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.
10. Oversee the participation of academic staff in overseas recruitment events, including staff selection (in coordination with senior academics), recommending policies for rates of pay for this work, and managing staff for the duration of specific events/trips.
11. In collaboration with the Admissions Manager, provide market intelligence in order to establish appropriate country specific entry qualifications and admissions processes, to ensure student recruitment remains sector competitive.
12. To deputise for the Head of International Recruitment when relevant, including at internal committee meetings and at external events and meetings
13. To work on own initiative particularly when working overseas; managing time effectively, decision making and adapting to changing circumstances.

#### **CORE RESPONSIBILITIES:**

14. Ensure appropriate line management of direct reports and development support.
15. Support the internal development of relevant skill sets.
16. Attend and contribute to team meetings, planning days and other departmental staff events.
17. Liaise with external agencies as required.
18. Engage in policy development and review activities.
19. Develop and maintain offline and online information and communication.

20. Participate in relevant student activities and enrolment, which will involve occasional weekend and evening work.
21. Attend and contribute to team meetings and staff development activities, sharing information and best practice.
22. 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>	International Student Recruitment Manager
<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

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Education to degree level or relevant professional qualification or equivalent professional experience	A / I
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
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 / P I
E	EK2. Experience working in international student recruitment in an education setting, with a proven track record of planning and delivering projects to achieve successful outcomes.	A / I
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
D	EK5. Good working knowledge of UKVI and visa regulations with relevance to international students	A / I
E	EK6. 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	EK7. Experience of living and working outside the UK and/or competency in a language other than English.	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
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. Ability to identify and facilitate profile-raising opportunities from analysis of trends in international recruitment and the conditions of overseas markets	A / I / P
E	SC4. Ability to work well under pressure to meet tight timescales/targets including being able to manage a range of projects simultaneously.	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	A / I

	weeks at a time. Also amenable to some evening and weekend work within the UK.	
<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	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I