



1 Advertisement

Post Title: International Officer (Europe and UK)

School/department: International Office/ Division of Communications, Marketing and Advancement

Hours: Full time. Requests for [flexible working](#) options will be considered (subject to business need).

Location: Brighton, United Kingdom

Contract: Permanent

Reference: 21359

Salary: starting at £37,099 and rising to £44,263 per annum, pro rata if part time

Placed on: 22 August 2023.

Closing date: 07 September 2023. Expressions of interest must be received by midnight of the closing date.

Expected interview date: 15 September 2023.

Expected start date: as soon as possible.

This vacancy is only open to those currently employed within the Communications, Marketing and Advancement division.

We are seeking to appoint an enterprising International Officer to join our highly successful International Office and support the University's international recruitment ambitions through the period of the next University strategic plan.

You will support the European and UK strategy implementation and work with Divisional colleagues to develop a comprehensive cross channel marketing strategy promoting Sussex as a destination of choice.

The postholder will need to be professional, flexible and self-motivated as they engage in a range of international recruitment and marketing activities and be willing to travel overseas.

We're looking for a skilled international recruitment practitioner to drive results in an international recruitment environment. You will have a clear understanding of the issues relating to international student recruitment and business development and the ability to use this knowledge to ensure the effective implementation of strategy.

The candidate should be able to demonstrate excellent communication and interpersonal skills in order to develop strong working relationships with external organisations such as representatives, institutions, sponsors and government agencies that support the University's international strategy.

The role will involve significant periods of travel; therefore, the successful candidate must be comfortable with travelling independently in assigned markets.

Please contact Luis Ananguren l.ananguren@sussex.ac.uk for informal enquiries.

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. The School / Division

The Division of Communications, Marketing and Advancement plays a leading role in promoting the work of the University to external audiences as well as working closely with the University Schools to provide professional advice and guidance in the area of marketing and student recruitment.

The division manages all matters relating to communications and public affairs, marketing, advancement and philanthropic giving, campaigns, student recruitment for the University and global positioning.

The International Office

The international office team are responsible for identifying opportunities, developing and implementing the University's strategy for international cooperation and student recruitment.

Our 2025 strategy sets ambitious goals for the international team and for the enhanced recruitment of a diverse group of overseas students to our campus. With that in mind, we are working to maintain recent growth; together with colleagues from academic schools and departments.

The strategy also sets out important new aims for the further internationalisation of the University of Sussex, led by the International Office team.

3. Job Description

UNIVERSITY OF SUSSEX

Department	International Office
Division	Division of Communications, Marketing and Advancement
Location	Sussex House, University of Sussex
Grade	7
Responsible to	Senior International Officer Americas, Europe and UK
Responsible for:	Europe and UK

Purpose of the post:

1. To support the development of the University's international marketing and recruitment strategy in a defined region.
2. To implement recruitment initiatives identified in Regional Operational Plans.
3. To develop good working relationships that support the University's international strategy and deliver excellent customer service.
4. To gather market intelligence that contributes to the understanding of key overseas regions.
5. To maintain good relations with external organisations and institutions
6. To provide support in developing the University's key international strategic areas of customer relationship management, marketing and communication, digital and social media, scholarships and bursaries, portfolio development and partnerships.

Key Working relationships: International Officers, Senior International Officers, Associate International Director (Recruitment), Head of Global Engagement, Director of Division of Communications, Marketing and Advancement, International Office support staff, PVCs and University leadership team.

Main Duties

To implement the University's international marketing and recruitment activities in a defined region.

1. To undertake overseas visits to raise the profile of the University in specific regions, including education exhibitions (virtual and/or physical), staff briefings and student counselling.
2. To work with overseas representatives in priority markets in order to maximise recruitment and enhance the quality of the student intake.
3. To support the development of three-year Marketing and Recruitment strategies for the designated region, annual Situational Analysis of priority countries within that region, and yearly Operational Plans.
4. To be the account manager and primary contact for overseas representatives in a designated region, developing strong working rapport and responsive customer service.
5. To maintain contacts with institutions and key individuals overseas, in the UK (e.g. British Council, funding bodies, agents, Embassies) and contributing to UK or international activities with a view to strengthening the University's general profile, student recruitment, partnerships, exchanges and research collaboration.
6. Help to cultivate University wide engagement by developing strong supportive working relationships to deliver the strategic aims in designated region.
7. Support the Head of International Office and Senior International Officers in ensuring all publicity material is comprehensive, up to date and relevant to the target region.
8. Help analyse opportunities to develop study abroad and other short-term programmes for fee-paying visiting students in relevant countries.
9. Support UK based international student recruitment activity in consultation with the Deputy Head of International Office and Senior International Officer.

To develop team co-operation and supportive environment

10. Contribute to the development a positive team working environment seeking opportunities to co-ordinate activities.
11. Ensure continued self-development by engaging with staff training programmes.
12. Foster and maintain a collaborative, positive and supportive team culture.

To support the strategic work of the Head and Deputy Head of International Office and the Director of the Division of Communications, Marketing and Advancement.

13. Monitor and review market intelligence making recommendations as requested.
14. Help to identify opportunities for new course development to aid international recruitment, which may include recommending new collaborations with other partners in the UK or overseas.
15. Support the review and revision of the University international recruitment strategy and annual operating plan.

16. Work with the Head of International Office and other Senior International Officers and International Officers to provide statistical analysis for Schools to inform portfolio development.

To provide support to academic Schools in developing and maintaining their international student recruitment strategies.

17. Support regional working groups to foster good cross-departmental working relationships.
18. As directed support School international student recruitment objectives and to assist in the development and implementation of their international recruitment strategies.
19. Advise and assist visits by Sussex academic staff to target regions in co-ordination with Senior International Officers.
20. Support regular overseas alumni events and feedback on meetings with alumni to the Alumni Relations officer and Director of Development and Alumni Relations.

To support the development of the International Office's key strategic themes of; Marketing and Communication, Digital & Social Media, Customer Relationship Management, Scholarships & Bursaries, and Partnership Development.

21. Provide feedback to ensure that the current ranges of international student promotional materials we offer are appropriate to target audiences.
22. Inform of trends within social media, websites and online marketing channels from within target region.
23. Ensure that activities are customer service orientated and update on areas of good practice observed within the sector.
24. Provide feedback on the attractiveness of the University's scholarship and bursary programme.
25. Maintain academic, industrial and institutional partnerships and inform on opportunities for development.

Other duties

26. Undertake visits overseas sometimes of significant length of between one to three weeks in duration.
27. To be prepared to undertake overseas visits which amount to the role holder being overseas for up to twelve weeks each year.
28. Keep abreast of national and international developments that affect the recruitment and retention of international students.
29. Occasionally act as a team lead at Student Recruitment Services and International Study Abroad Office other large- scale on-campus recruitment events, including undergraduate open days, induction week events, Airport welcomes, cultural events for the relevant region.

30. Work with the staff in the International Programmes team and Summer School to develop and promote study abroad, short-term programmes (e.g. International Summer School) and exchanges.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

4. Person Specification: International Officer

The person appointed is likely to have knowledge and experience of working in an international context, preferably gained within the higher education sector.

SKILLS / ABILITIES

	Essential	Desirable
Ability to deliver excellent and engaging written and oral communications to convey key marketing messages in the student recruitment market.	X	
Cultural sensitivity, tact and diplomacy with the ability to remain calm in difficult situations	X	
A proactive and innovative approach to problem solving, with a willingness to adapt to changing requirements	X	
Well-developed administrative and organisational skills	X	
Ability to self-motivate and work unsupervised for long periods	X	
Fluency in foreign languages in targeted overseas territories		X

KNOWLEDGE

	Essential	Desirable
Understanding of UK system of Higher Education at both undergraduate and postgraduate levels	X	
Knowledge of the education sectors in targeted overseas territories		X
Understanding the needs of international applicants to the UK	X	

EXPERIENCE

	Essential	Desirable
An experienced marketing practitioner with successful work experience in student recruitment and/or HE marketing, preferably in an international context	X	
Experience of working with education sectors in targeted overseas territories		X
Experience of building networks and developing effective links with key external organisations that impact on student recruitment	X	
Experience of implementing recruitment strategies within a defined budget	X	

QUALIFICATIONS

	Essential	Desirable
A first degree or equivalent qualification	X	
A higher degree or professional qualifications, for example an MBA or CIM qualification		X

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
An ability to be the external face of the institution and to represent the University to a range of audiences.	X	
Able and happy to travel extensively overseas (approx. 12 weeks per year)	X	
Able to work flexible and unsocial hours as required, including early morning, evenings and weekends	X	
The ability to work well under pressure	X	