

1 Advertisement

Post Title: Associate Director International

School/department: International Office

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

Location: Brighton, United Kingdom

Contract: Permanent

Reference: 21156

Salary: Competitive

Placed on: 21 July 2023

Closing date: 07 August 2023. Applications must be received by midnight of the closing date

Expected interview date: Week commencing 18 September

Expected start date: As soon as possible

Since its foundation in 1961, the University of Sussex has challenged convention and fostered critical thinking. Today, our courses, research, and culture aim to stimulate, excite and challenge. From scientific discovery to global policy, from student welfare to career development, Sussex innovates and takes a lead.

The University has grown to more than 18,500 students and has established a global reputation with more than 89% of our research recognised as world leading or internationally recognised in REF2021. We are currently rated in the top 250 in the world (218th) out of more than 1,500 Universities in the QS World University Rankings.

Our success as a world-leading university is underpinned by the institutional values that we strive to enact – collaboration, courage, inclusion, integrity, and kindness; and by our foundational commitment to academic freedom and freedom of speech.

We are now seeking to appoint the Associate Director International. Reporting to the Director of Student Recruitment, Admissions and International Development and responsible for a team of c22 staff, including colleagues based in China, India, Malaysia and Nigeria, the Associate Director International will play a significant leadership role in the development and implementation of the University's international student recruitment strategy.

The Associate Director will be a member of the Division of Communications, Marketing and Advancement senior leadership team and will have the opportunity to work closely with colleagues including Director of Communications, Marketing and Advancement, the Associate Director Global Engagement and the PVC Global and Civic Engagement. The Associate Director International will be an established international recruitment practitioner with experience of successfully developing and implementing an international student recruitment strategy.

The successful candidate will be an experienced manager, able to lead and motivate a high performing team. Expertise in existing and emerging international markets will be critical, as will experience of developing and managing partnership and agent relationships.

This is an exciting time to join the University as we seek to extend our international reach, building on the significant successes of recent years.

For more information, please visit <https://andersonquigley.com/sussex-adi>

For a confidential discussion, please contact our advising consultants at Anderson Quigley: Elliott Rae on +44 (0)7584 078 534, elliott.rae@andersonquigley.com or Imogen Wilde on +44 (0)7864 652 633, imogen.wilde@andersonquigley.com

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.

Please note: The University requires that work undertaken for the University is performed from the UK.

2. The School / Division

Please find further information regarding the school/division at [Communications, Marketing and Advancement](#)

3. Job Description

Job Description for the post of: Associate Director International

Department:	International Office
Section/Unit/School:	Communications, Marketing and Advancement
Location:	Bramber House, Falmer campus
Grade:	Grade 9
Responsible to:	Director of Student Recruitment, Admissions and International Development
Responsible for:	International Office

Role description:

- Providing strategic direction for the International Office and International Business development
- To develop and advise on strategy leading the development and implementation of the international student recruitment strategy
- Work with Schools, CMA and Professional Services colleagues to scope out income-generating opportunities

Working for the Director of Student Recruitment, Admissions and International Development and with other members of the senior management including the Director of Communications, Marketing and Advancement and PVC Global and Civic Engagement and Provost, the Associate Director International will play a significant leadership role in the development and implementation of the University's international student recruitment strategy. The post-holder will identify opportunities for and work with Schools and Departments to support income-generating opportunities, particularly in international markets and advise and work with CMA colleagues on maximising international recruitment to support overall University recruitment objectives.

PRINCIPAL ACCOUNTABILITIES

1. Provide leadership to the International Office team in the UK and overseas, promote and maintain a high quality Professional Services department, engendering a culture of continuous improvement.
2. Responsible for setting the standards of delivery within the International Office and ensuring appropriate resources are available.
3. Set direction and vision for the International Office ensuring resulting policies and operational plans are in alignment with strategic objectives, in particular the development and implementation of the international student recruitment strategy.
4. Work in partnership with other internal and external stakeholders to ensure strategic alignment of service, for example working with Academic Schools and Professional Services teams to support income generating opportunities.

KEY RESPONSIBILITIES

- 1. Departmental Leadership**
 - 1.1 Provide leadership across a number of teams, setting standards of service, targets and objectives including overseas offices in China, India, Malaysia and Nigeria.
 - 1.2 Ensure the appropriate allocation of resources to achieve targets and objectives including the selection, induction, performance management and development of all members of the department.
 - 1.3 Set departmental direction and vision ensuring service and departmental culture are in strategic alignment with the institution.
 - 1.4 Support the development of others, providing leadership and coaching in area of expertise.
 - 1.5 Foster an ethos of continuous improvement.
 - 1.6 Foster an ethos of support provision to Schools of study by ensuring alignment with other Divisional colleagues and School academic and Professional Services colleagues.
- 2. Service Delivery**
 - 2.1 Working within overall university policy and procedure, ensure the effective management of responsibilities in the area of expertise. Plan and allocate resources to support the achievement of departmental targets and objectives.
 - 2.2 Development of departmental/functional strategic plans (including oversight of Regional recruitment strategies, Overseas office plans, Agent monitoring,

- Commission, Health and Safety linked to travel, Scholarships policy and Articulation and Progression policy)
- 2.3 Ensure effective service delivery within area of responsibility.
 - 2.4 Provide reports and other communication media internally and externally as appropriate. To undertake analysis, interpretation and presentation of complex and conflicting information to inform decisions related to subject area.
 - 2.5 Ensuring an appropriate health and safety framework for International Office staff.
 - 2.6 Identify critical issues when resolving problems particularly where there is complex or competing information and use university strategy and objectives to make decisions.
3. **Strategy and Planning**
 - 3.1 Based on a broad and deep set of knowledge and experience, set strategic direction in areas of responsibility.
 - 3.2 Shape policy development and provide guidance on strategic agenda to your line manager, Director of the Division and senior academics responsible for the international agenda.
 - 3.3 Ensure appropriate governance is in place for area of expertise, supporting the International recruitment agenda through attendance at the Intake Management Group, International Executive Group, Scholarships Advisory Group.
4. **Customers and Stakeholders**
 - 4.1 Proactively engage with internal and external stakeholders, such as our partner Study Group, recruitment agents, British Council, BUILA, UUKi colleagues, Academic staff (such as the School based Academic Directors of Recruitment and Admissions), Professional staff in the clusters or students to ensure the effective delivery of strategic objectives, initiate and develop relationships, providing analysis of data and information to inform decisions as necessary, showing appropriate sensitivity when needed.
 - 4.2 Persuade, influence and negotiate as appropriate to further the objectives of the University
5. **Key responsibilities**
 - 5.1 Review on an annual basis the international student recruitment strategy to meet the objectives of the University's Strategy updating the line manager and Divisional Director.
 - 5.2 Agree annual international regional recruitment plans and budgets with the Director of Student Recruitment, Admissions and International Development;
 - 5.3 Overseeing the development, implementation and evaluation of regional recruitment plans, undertaking an annual review of performance in priority and non-priority markets and provide feedback to relevant University committees and providing monthly updates on overseas recruitment in year;
 - 5.4 Recommend strategies on financial incentive packages such as scholarships, discounts and agent commissions that increase recruitment and net gain to the University.
 - 5.5 Working with the Doctoral School, Admissions and School colleagues, through the Scholarships Advisory Group for taught scholarships and relevant Doctoral School committees for PGR awards, coordinate and manage strategy around international scholarships

- 5.6 Manage the strategies and recruitment activities for target countries and ensure regular travel overseas to major markets to represent the University and monitor performance.
- 5.7 Oversee the management of the University's agent strategy, including responsibility for confirming all commission payments with the Finance Office.
- 5.8 Oversee the relationship with key pathway providers such as Study Group, contributing to regular meetings and Steering groups.
- 5.9 Update the University Executive Group as required on issues relating to international recruitment and ensure risk registers are kept up to date on a monthly basis
- 5.10 Provide up to date policy advice and guidance in advance of intakes, changes in market conditions and ahead of key committees and visits from key partners.
- 5.11 Participate in outbound and inward University recruitment and business development opportunities and ensure senior management colleagues are appropriately briefed.
- 5.12 Provide advice to the line manager and Director of the Division and other senior colleagues to ensure the reputation and brand of the institution is upheld.
- 5.13 Accompany Senior Management on targeted overseas missions as and when required, including the Vice-Chancellor, Pro-Vice Chancellors and Director of Student Recruitment, Admissions and International Development.

To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.

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 level of responsibility entailed.

INDICATIVE PERFORMANCE CRITERIA

- Leading a team of c.22 staff
- Manage a budget of c.£875k
- Responsible for oversight of overseas offices in China (Beijing, Shenzhen), India, Malaysia and Nigeria.
- Management of the Agent Commission process
- Responsible for the achievement of International student recruitment targets agreed annually through the Planning process
- Responsible for the Health and Safety of staff within the International Office in the UK and overseas
- The post holder reports to the Director of Student Recruitment, Admissions and International Development, but enjoys a defined level of autonomy and responsibility to enable the post holder to manage their own work and that of their reporting managers to achieve their agreed objectives. The role holder also supports the senior leadership team of the Division of Communications, Marketing and

Advancement to achieve the strategic and operational goals of the University, Professional Services & their Division. The post holder is expected to work collaboratively across the University and with key stakeholders to deliver single team working that efficiently and effectively supports the achievement of those goals and objectives.

- Support achievement of the Division of Communications, Marketing and Advancement's compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. Additionally, to promote good practice in relation to University policy, procedure and guidance in relation to those compliance matters in respect of students, staff and other relevant parties.
- Balance effectiveness and cost-efficiency in the management of the budgets you are accountable for, demonstrating compliance with Value for Money and Return on Investment principles to support the University's strategic aim to achieve a world-class standard of teaching and research by managing our resources effectively and efficiently

4. Person Specification

PERSON SPECIFICATION

ESSENTIAL CRITERIA

1. Normally educated to degree level, or other equivalent qualification
2. Proficiency in the area of International Recruitment with significant experience, and a broad and deep knowledge and understanding of the international higher education field, sector trends and cross over with marketing, recruitment and admissions, data compliance, health and safety
3. Highly effective leadership skills with the ability to motivate others to achieve.
4. Excellent oral and written communication skills with the ability to present concepts, vision and strategy in a way that can be understood the audience.
5. Well-developed planning and organisational skills, including project management with the ability to delegate to team members.
6. Excellent interpersonal skills with the ability to effectively influence, persuade and negotiate in area of expertise, effectively contribute to team working to build and develop working relationships.

7. Well-developed analytical skills with the ability to generate effective solutions from concepts and vision and make effective decisions to deliver vision
8. Effective IT skills on MS platform.
9. Experience at senior level of leading international student recruitment teams in higher education.
10. Knowledge and understanding of the Higher Education sector

ESSENTIAL ROLE-SPECIFIC CRITERIA

1. An experienced international recruitment practitioner in this area, with substantial experience in international recruitment.
2. Substantial staff management experience which has included motivation of others in an operational environment
3. Recent experience of international travel for international student recruitment purposes.
4. Experience of developing, liaising with and managing an extensive education agent network.
5. Experience of developing, liaising with and managing successful overseas partnerships.
6. Experience of managing international liaison officers or Student recruitment staff.
7. Experience of working at a senior level to develop strategic international recruitment plans and programmes activity in order to meet recruitment targets
8. Experience of setting and monitoring financial, recruitment or similar targets.
9. Experience of managing departmental budgets.
10. Experience of producing marketing material on and off line and publicity for recruitment purposes
11. Experience of managing admissions systems and Customer Relationship Management systems and being involved with developing enquiries management and conversion processes
12. An ability to be the external face of the institution overseas and to represent the University to a range of audiences.
13. Credibility, drive, determination and intellectual curiosity.

14. Creative problem solver with enthusiasm for developing new initiatives and working in a team environment.
15. Prepared to travel overseas up to 8 – 10 weeks per annum with work in the evenings (hosting overseas visitors) and occasional weekend work (when overseas).

DESIRABLE CRITERIA

1. Higher Degree or professional qualifications, for example an MBA or CIM qualifications
2. A Project Management qualification such as Prince II or equivalent would be advantageous