

## 1 Advertisement

**Post Title:** Maternity Cover Senior International Officer (East Asia)

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

**Hours:** Full time or part-time hours considered up to a maximum 1FTE. flexible working options will be considered (subject to business need).

**Contract:** Fixed Term (12 months) January – December 2022

**Reference:** 7271

**Salary:** £42,149 - £50,296, subject to experience

**Placed on:** 24 November 2021

**Closing date:** 06 January 2022. Applications must be received by midnight of the closing date.

**Expected Interview date:** TBC

**Expected start date:** as soon as possible.

We are seeking to appoint a Senior 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 lead our East Asia team in implementing the international recruitment strategy and work with Divisional colleagues to develop a comprehensive cross channel marketing strategy promoting Sussex as a destination of choice.

The post holder 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 when physical travel resumes.

We're looking for a skilled international recruitment practitioner to drive results in an international recruitment environment, particularly through partnership network. 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 leadership, communication and interpersonal skills in order to develop strong working relationships with external organisation such as representatives, partner institutions, sponsors and government agencies that support the University's international strategy.

If physical travel resumes during the post's term, the role will involve significant periods of travel, therefore the successful candidate must be comfortable with travelling independently in assigned markets.

Please contact Janie Kingsley [J.Kingsley@sussex.ac.uk](mailto:J.Kingsley@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

<b>Department</b>	International Office
<b>Division</b>	Division of Communications, Marketing and Advancement
<b>Location</b>	Sussex House, University of Sussex
<b>Grade</b>	8
<b>Responsible to</b>	Head and Deputy Head of International Office
<b>Responsible for:</b>	One International Officer based in UK and three further regional posts based in China

#### Purpose of the post:

1. To develop and implement the University's international marketing and recruitment strategy in East Asia, and deliver the related recruitment activities.
2. To support the strategic work of the Head of International Office and the Director of Student Recruitment, Admissions and International Development within the Division of Communication, Marketing and Advancement.
3. To manage the workload and set direction for the direct reports, located in the UK and Overseas.
4. To provide proactive support to academic schools in developing and maintaining their international student recruitment strategies.
5. To lead the development of recruitment orientated and strategic international partnerships that enhance international recruitment.
6. To lead on the development of international scholarships and support relationship development with key external scholarship providers.

**Key Working relationships:** International Office staff, teams within the Division of Communication, Marketing and Advancement, Pro Vice Chancellors, Heads of School, Professional Services staff including the Academic and Quality Enhancement Office; Global Engagement, UK Student Recruitment,

## **Main Duties**

### **To develop and implement the University's international marketing and recruitment strategy in East Asia, and deliver related recruitment activities.**

1. Provide leadership, direction and oversight of international activities in East Asia and monitor performance.
2. Manage the workload, provide leadership and monitor the performance of International Office colleagues.
3. In consultation with senior management and professional services department, set recruitment priorities and deliver appropriate international development for the University in East Asia.
4. Produce three year Marketing and Recruitment strategies for the designated region, annual Situational Analysis of priority countries within East Asia, and yearly Operational Plans, monitoring against predicted spend and providing regular updates to the Head and Deputy Head of International Office notifying of any difficulties with maintaining agreed activity levels within budget.
5. Develop and maintain contacts with institutions and key individuals overseas, in the UK (e.g. British Council, agents, Embassies, professional bodies and trade associations, and leading, advising 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. Responsibility for ensuring University wide engagement by developing strong supportive working relationships to deliver the strategic aims in designated region.
7. Support the Head and Deputy Head of International Office in working with communications and marketing teams (e.g., Publications Team, Digital Team and teams in academic units) on the publicity of the University's programmes and initiatives.
8. Support the staff in the Global Engagement team to develop study abroad and other short-term programmes for fee-paying visiting students in relevant countries.
9. Engage with appropriate UK based international student recruitment activity for students originally domiciled in defined region.

### **To provide leadership**

10. Lead on the operational management of recruitment activities for East Asia ensuring that recruitment targets are met and strategic decisions are taken.
11. Ensuring continued self-development and improvement of staff capabilities through constructive coaching and engagement into staff training programmes.
12. Foster and maintain a collaborative, positive and supportive team culture.

### **To support the strategic work**

13. Regularly monitor and review strategy with the Head and Deputy Head of International Office and academic units – taking into account not only internal trends but also international / national sector and government policy developments that may impact on future recruitment efforts – making recommendations as appropriate.
14. Identify opportunities for new course development to aid international recruitment, including in particular, developing new collaboration with other partners in the UK or overseas.
15. Take the lead in implementing, reviewing on an annual basis and revising from time to time the University International recruitment strategy and annual operating plan in support of the University Schools' objectives and in line with the wider University strategic plan. This should be undertaken within the context of wider University strategies and policies.
16. The post holder will coordinate continuous market scanning to identify possible new markets and opportunities and working with other Senior International Officers and Market Research Officers to ensure market research underpins the development of new programmes and streams of activity.
17. Work with colleagues within International Office to provide statistical analysis for the Schools to inform portfolio development.

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

18. Promote and provide leadership to foster academic engagement and cross-departmental working, particularly through the articulation and progression arrangements.
19. Work with Heads of School, Directors of Taught Programmes and School Marketing Managers to support their international student recruitment objectives and to assist in the development and implementation of their international recruitment strategies.
20. The post-holder may from time to time attend School Boards and meet with the Heads of School on a regular basis.
21. Advise and assist with coordination of visits by Sussex academic staff to target regions.
22. Work closely with the Development & Alumni Relations Office to implement the International Alumni strategy and support the development of their income-generating initiatives; co-ordinate & support regular overseas alumni events and feedback on meetings with alumni to the relevant Alumni Relations officer and Director of Development and Alumni Relations

**To lead development of activities related to international student application to enrolment conversion and support the International Office's key strategic themes in the areas of; Scholarships, Marketing and Communication, Digital & Social Media, Customer Relationship Management, and Partnership Development.**

23. In consultation with the Head and Deputy Head of International Office, develop, review and deliver a range of conversion activities that aim to attract highly qualified students to accept their offer from the University of Sussex. e.g. phone campaign to offer holders
24. Provide project management to support the development of online activities to encourage application to acceptance, coordinating with other key stakeholders in Student Recruitment, Admissions and across the University.
25. Contribute to the development of the University's current range of international student promotional materials ensuring they are appropriate for target audiences.
26. Contribute to the development of activity related to social media, websites and online marketing to enhance international student recruitment.
27. Support the Head and Deputy Head of the International Office to ensure that processes and services provided to key stakeholders are customer orientated and improve experience.
28. Support the Head and Deputy Head of International Office to ensure that academic, industrial and institutional partnerships are nurtured in line with the University's key strategic aims.

**To assist with the development of recruitment orientated and strategic international partnerships that enhances international recruitment.**

29. Work closely with key partner institutions to ensure that targets are met and that intake is monitored, and ensure that the working relationship is maintained through regular contact with relevant stakeholders on campus.
30. In consultation with the Head and Deputy Head of International Office work to maintain partnership agreements in relevant regions to feed international recruitment.
31. Ensure full market appraisal and a detailed assessment of potential partners is conducted in support of any new business proposition.
32. Work closely with potential partners to understand and develop the business proposition and to produce written proposals and a business plan (for external audience and for internal approval purposes).
33. Assess the business opportunities at various stages and decide the priority and effort it will receive alongside other opportunities – act on a timely basis.
34. Effectively communicate with relevant areas of Professional Services and academic schools to secure commitment and support for new initiatives at an early stage.
35. Apply rigorous project management methods to the development and management of all credible leads and projects and analyse the costs and benefits of new initiatives as they develop.
36. Report progress and ensure decisions are made at appropriate points in time.

**Other duties**

37. Undertake visits overseas sometimes of significant length of between one to three weeks in duration.
38. To be prepared to undertake overseas visits which amount to the role holder being overseas for up to twelve weeks each year.
39. Keep abreast of national developments and of the expectations and requirements of government and other relevant organisations as they affect the recruitment and retention of international students.
40. Provide management information related to the above.

41. Represent the University to outside bodies as appropriate, initiate and maintain good strategic relationships with outside organisations and initiate appropriate collaborative projects with these partners.

42. Occasionally act as a team lead at Student Recruitment Services and Sussex Abroad at other large- scale on-campus recruitment events, including undergraduate open days, induction week events, Airport welcomes, cultural events for the relevant region.

43. Work with the staff in Sussex Abroad, Sussex Centre for Language Studies and Summer School to develop and promote study abroad, short-term programmes 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. The post holder will normally be based at the University of Sussex campus in the UK.*

Date: November 2021

#### 4. Person Specification: Senior International Officer (East Asia)

<b>SKILLS / ABILITIES</b>	Essential	Desirable
Tact, diplomacy and superlative interpersonal skills to negotiate internal structures and relationships, and to successfully communicate the University's key marketing messages within a range of international student recruitment markets.	X	
Well-developed administrative and organisational skills are essential, including skills in project planning, management and evaluation, financial and budget management.	X	
Clear evidence of the ability to work well in a team and with marketing professionals a track record in working in a successful international recruitment team	X	
Experience of analysing complex data in order to produce statistical and strategic reports.	X	
A proven track record of managing successful recruitment from key international recruitment markets.	X	
Ability to interpret data sets, identify key and emergent trends within an International Higher Education environment and effectively communicate complex data to senior management.	X	
Achievement of sales, recruitment or similar targets.	X	
The ability to work under pressure in a dynamic environment.	X	

<b>KNOWLEDGE</b>	Essential	Desirable
A comprehensive understanding of international education and a thorough knowledge of a range of different international markets and their education systems, particularly for China.	X	
Current knowledge of the UK university sector and the challenges it faces in international marketing and recruitment.	X	

An excellent understanding of how marketing can best be applied in an international student recruitment context.	X	
Knowledge of pre-entry International programmes such as foundation, diploma and Pre-Masters programmes.	X	
Knowledge of current UKVI Tier 4 visa and Tier 2 PSW policies.	X	
Computer literate in common IT packages.	X	
Ability to converse in languages from the region.		X
A knowledge of Project Management techniques, and experience of planning, managing and delivering marketing related projects on time.	X	
Knowledge of promoting International Summer School programmes, exchange opportunities and joint programmes overseas.		X

<b>EXPERIENCE</b>	Essential	Desirable
An experienced international recruitment practitioner, with substantial experience in international recruitment in East Asia particularly China.		X
Recent experience of international travel for international student recruitment purposes.	X	
Direct experience of conducting recruitment activities within East Asia.	X	
Experience of developing, liaising with and managing a successful group of recruitment agents within a single territory.	X	
Experience of developing, liaising with and managing successful overseas partnerships.	X	
Experience of managing international officers or student recruitment staff based overseas.	X	
Recent experience of recruiting international students to the HE sector from multiple countries.	X	
Experience of developing international marketing and recruitment plans and programmes activity in order to meet recruitment targets.	X	
Experience of working with a private partner such as Study Group.		X
Experience of setting and monitoring financial, recruitment or similar targets.	X	
Experience of producing marketing material on and off line and publicity for recruitment purposes.	X	
Experience of budget management at an appropriate level.	X	
Evidence of using initiative and creativity to devise solutions to complex problems.	X	
Experience of dealing with admissions systems and handling country specific admissions queries as well as experience of customer relationship management systems.		X

<b>QUALIFICATIONS</b>	Essential	Desirable
A first degree or equivalent qualification.	X	
May also hold a higher degree or professional qualifications, for example an MBA or CIM qualifications.		X
A Project Management qualification such as PRINCE II or equivalent would be advantageous.		X

<b>PERSONAL ATTRIBUTES AND CIRCUMSTANCES</b>	Essential	Desirable
An ability to be the external face of the institution overseas and to represent the University to a range of audiences.	X	
Credibility, drive, determination and intellectual curiosity.	X	
Creative problem solver with enthusiasm for developing new initiatives and working in a team environment.	X	
An ability to work well with a range of different people from Year 10 – 12 school students to Ambassadors, politicians, senior alumni and academic and professional services colleagues	X	
Prepared to travel overseas up to 12 weeks per annum with work in the evenings (hosting overseas visitors) and occasional weekend work (when overseas).	X	

