

JOB DESCRIPTION

Post:	Director of International Recruitment
Reports to:	Chief Operating Officer
Responsible for:	Senior International Officer
Salary:	Spot salary £50,000 pa inclusive
Hours of work:	35 hours per week or as required to complete the duties of the post - including evening and weekends and overseas working as directed.

Main Purpose of the Post

- Develop and deliver the College's International Recruitment Division business plan;
- Identify and deliver new markets for international student recruitment;
- Identify opportunities for course development for international students;
- Ensure the compliance with the requirements of the College's Highly Trust Status and its continuation; and
- Ensure that agents, institutions, parents and prospective students have an excellent experience from recruitment to programme completion.

Main Tasks and Responsibilities

- Lead and manage the International Recruitment Division including its staffing resource and allocated budget;
- Develop the inaugural business and risk plan for the International Recruitment Division and update at regular intervals and review annually;
- Set and deliver annual student recruitment targets and present timely reporting of that performance;
- Provide high quality market intelligence enabling the identification of new opportunities to optimise international student recruitment;

- Develop new agent representative networks and identify and develop overseas partnership opportunities and partners of strategic value to the College's international activities (e.g. British Council, UKBA, etc.);
- Ensure appropriate due diligence and risk management of agents and partners;
- Organise and undertake recruitment visits overseas. This will include representing the College at exhibitions, educational institutions, pre-departure briefings, agents, local partners and key sponsorship/funding bodies;
- Liaise with the Head of Marketing and Communications over the use of marketing for international student recruitment e.g. e-marketing; website; social media;
- Work with the Dean of University Centre Croydon and Assistant Principal Curriculum Operations to develop new curriculum to meet the changing needs of international students;
- Work closely with the Dean of University Centre Croydon and Assistant Principal Curriculum Operations to ensure that robust systems are in place to meet UKBA requirements and that international students' compliance is monitored and reported on a weekly basis and corrective action taken urgently as required;
- Ensures weekly monitoring reports of students' compliance to the Chief Operating Officer;
- Ensures reports, returns and applications are made to UKBA as required;
- Oversee the International Recruitment Division's administration including compliance with the College's Highly Trust Status and its continuation;
- Implement and ensure College compliance of robust recruitment, admission and student monitoring processes so that College and UKBA regulations are met;
- Maintain and update individual and college-wide knowledge of regulations and legislation affecting international students; and
- To oversee the provision of information, support and guidance to international students on a social and welfare matters and the provision of information and guidance to College staff, parents, or sponsors of students when necessary.

General

The post holder will undertake assigned responsibilities effectively and efficiently, and within regulatory and legislative requirements; achieve individual and corporate targets within the College's annual planning and staff performance review processes and budgetary constraints in order to create and maintain high performance of learners and the College and:

- Actively promote the values of the College: learner focus, responsibility, integrity, collaboration and respect

- Actively promote equality and diversity, recognising and actively challenging stereotyping, prejudice and discrimination, ensuring that these principles permeate all working practices, creating an inclusive learning environment and workplace for students and staff respectively.
- Ensure effective quality control and continuous improvement in all aspects of this post, in keeping with the College's existing and developing quality assurance systems.
- Be committed to professional development, through participation in the College continuing professional development programme which includes commercial up-skilling, staff learning days and training events appropriate to the job role.
- Develop effective relationships with internal and external stakeholders and partners as appropriate to the role
- Comply with and promote College Safeguarding, Data Protection and Health and Safety policies and procedures and to undertake recommended training as and when necessary.
- Identify and manage risk effectively.
- Undertake such other duties as required, commensurate with the grade of the post, as may be reasonably required at the initial place of work or at other locations in the College.
- Support cross college events such as Open Evenings and Enrolment sessions when required
- Adhere to and ensure compliance with all College Procedures and as detailed in the Staff Handbook
- At all times seek to serve the best interests of the College
- To provide cover for colleagues during periods of holiday or sickness absence

NB: This job description outlines a range of main duties. It is not exhaustive and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

Person Specification

Selection will be based on a range of the factors set out below.

Criteria	How Assessed
Qualifications	
Degree or equivalent qualification	Application form / Certificates
Experience	
Recruiting international students	Application Form / Interview/ Presentation
Established effective partnerships with educational agents or education institutions overseas	
Responsible for meeting income and recruitment targets	
Proven experience of working overseas outside the EU	
Management involving marketing and recruitment of international students	
Commercial acumen including budget management within a similar educational environment	
Proven track record of international student recruitment markets	
Knowledge	
Comprehensive knowledge of international student education market in the UK	Application form/ Interview
International student recruitment process	
UK student visa immigration policies	
Marketing processes	
E-marketing techniques	
Excellent knowledge of business requirements, processes and methodologies.	
Understanding of admissions processes and procedures	
Excellent understanding of UKBA criteria in relation to student recruitment	
Skills and Competencies	
People management	Application Form / Interview
Liaison and negotiation	
Time management skills, organisational skills and the ability to meet targets and deadlines	
Interpersonal and written/verbal communication	
Able to analyse data to understand markets and student recruitment	
Proven IT skills including CRM systems	
Ability to set strategy, lead the sales team and exceed targets and KPI's	
Structured and motivational communication	
Ability to identify new opportunities, to measure risk and mitigate against	
Attributes	
Creative thinker – generates innovative ideas	Application Form/ Interview/ Presentation
Goal orientated and highly self-motivated with a flexible approach to work.	

Driven by desire to deliver excellent customer/student experience	
Ability to work effectively cross-culturally	
Entrepreneurial flair	
Confident and strong sense of direction	
Excellent attention to detail	
Prepared to travel and work overseas (approximately 12 weeks per year) and prepared to work unsociable hours, evening and weekends (including some public holidays) in the UK and abroad.	

May 2013