

| <b>Job Description: International Student Recruitment Manager</b> |   |
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| <b>Place of work</b>  | MPW London, and between 12 and 14 weeks overseas travel (consideration for an overseas placement will be given)   |
| <b>Hours of work</b>  | Normally Monday to Friday 9:00 - 6.00, but during busy times and on overseas trips, working hours may extend beyond these times. Some weekend work will also be required.   |
| <b>Salary</b>   | £40,000 – 45,000 + Substantial Performance Bonus  |
| <b>Benefits</b>   | Life assurance, income protection, annual season ticket loans, matching employee-employer contribution pension scheme   |
| <b>Holiday entitlement</b>  | 30 days excluding Bank Holidays per annum   |
| <b>Responsible to</b>   | International Director  |
| <b>Appraisal</b>  | International Director & Commercial Director  |
| <b>Main duties and responsibilities:</b>                          | <ul style="list-style-type: none"> <li>• Work closely with the International Director and Commercial Director to develop market focused strategies for allocated regions.</li> <li>• Contribute to wider international strategy plans and business development projects, taking the lead on delegated tasks.</li> <li>• Construct the annual schedule and plan individual itineraries for student recruitment activities to deliver on the agreed strategy and targets.</li> <li>• Undertake international recruitment trips to recruit students for the MPW schools. Visits will incorporate agent training and school visits where appropriate. Specific market allocation will be considered based on previous experience and existing team expertise.</li> <li>• Develop marketing plans outside of recruitment events to support agent engagement, direct student recruitment and wider branding with key influencers (schools, embassies, etc)</li> <li>• To line manage a Senior International Officer or international admissions officer and oversee appointed regional consultants</li> <li>• To interview students and make decisions, in the context of the admissions criteria agreed with the MPW Principals</li> <li>• Undertake conversion activity of potential students and parents through discussion and education advice, developing best practise with colleagues</li> <li>• To develop a portfolio of international contacts (agents, schools, influential family members) through ongoing contact with international students once they have commenced their studies in the UK</li> <li>• To train, manage and update the international agents that he/she works with and share best practise with colleagues</li> <li>• To visit the other MPW Schools at least twice a term in order to liaise with Principals/Directors of Studies over any issues that need contact with parents/guardians/agents.</li> </ul> |

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|  | <ul style="list-style-type: none"><li>• To assist the Directors of Studies/Principals in resolving issues that involve parental or agent contact, such as debt collection, school reports or disciplinary matters.</li><li>• To be available for August recruitment interviewing and, when in the UK, support domestic student interviews as required</li><li>• To be the first point of further contact at MPW for international students who attend Open Days</li><li>• To be fully conversant with UKBA sponsorship and compliance. To support MPW Principals/Authorising Officers in maintaining UKBA compliance.</li><li>• To maintain records of interviews and meetings with agents, parents etc</li><li>• To work with colleagues and the China International Office in developing market intelligence resources, agent information and contracts.</li><li>• To assist in the development of marketing and assessment materials.</li><li>• To write/update one or more of MPW's "Getting into..." books</li></ul> |
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*You may also be required to undertake such other comparable duties as the college requires from time to time.*

| <b>Person Specification</b>                |   |  |  |
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|  | <b>Essential</b>  | <b>Desirable</b>   | <b>Method of assessment</b>  |
| <b>Qualifications</b>                      | <ul style="list-style-type: none"> <li>• Degree level</li> </ul>  | <ul style="list-style-type: none"> <li>• Marketing Qualification</li> </ul>  | Production of the Applicant's certificates                                       |
| <b>Experience</b>                          | <ul style="list-style-type: none"> <li>• Previous work in an international educational environment</li> <li>• Previous student recruitment</li> <li>• Marketing strategy and implementation</li> <li>• Proven agent management</li> <li>• Marketing experience, any sector</li> </ul>   | <ul style="list-style-type: none"> <li>• Experience of helping students with UCAS applications</li> <li>• Working with international student issues</li> </ul> | Contents of the Application Form<br><br>Interview<br><br>Professional references |
| <b>Skills</b>                              | <ul style="list-style-type: none"> <li>• IT skills to include a sound knowledge of MS Powerpoint, Word and Excel</li> <li>• Able to work with database and CRM systems</li> <li>• Excellent communication skills: oral and written</li> <li>• Excellent attention to detail</li> <li>• Capacity to work efficiently in order to meet tight deadlines</li> <li>• Ability to plan travel and meeting schedules</li> <li>• Ability to run seminars and effective presentations</li> </ul>  | <ul style="list-style-type: none"> <li>• Interest in foreign languages, culture and travel</li> </ul>  | Contents of the Application Form<br><br>Interview<br><br>Professional references |
| <b>Knowledge</b>                           | <ul style="list-style-type: none"> <li>• An understanding of UK university entrance procedures</li> <li>• A comprehensive knowledge of the UK education system in the context of overseas students</li> <li>• International education systems</li> <li>• Good knowledge of UKBA Tier 4 visa requirements</li> </ul>   | <ul style="list-style-type: none"> <li>• Knowledge of cultural, religious and gender issues</li> </ul>   | Contents of the Application Form<br><br>Interview<br><br>Professional references |
| <b>Personal competencies and qualities</b> | <ul style="list-style-type: none"> <li>• Willingness to work beyond normal office hours, particularly at times of peak workload, and at weekends</li> <li>• Interest in working with young people</li> <li>• Ability to react effectively to unexpected situations</li> <li>• Good negotiating skills combined with tact and diplomacy</li> <li>• Flexible, adaptable and willing to work as part of a team</li> <li>• Ability to deal with sensitive and confidential information appropriately</li> <li>• Friendly, outgoing and helpful</li> </ul> |  | Contents of the Application Form<br><br>Interview<br><br>Professional references |

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|  | manner<br>• Willingness to undertake overseas travel on a regular basis |  |  |
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