



**Cardiff  
Metropolitan  
University**

**Prifysgol  
Metropolitan  
Caerdydd**

## **JOB DESCRIPTION**

**Job Title: International Student Recruitment Officer (Middle East & North Africa)**

**Location: Llandaff Campus**

**Department: Marketing, Communications and Student Recruitment (MCSR)**

**Hours: 37 hours**

**Tenure: Permanent**

**Grade: 6A/B**

**Salary: £37,386 -£41,931 per annum**

### **Role Summary:**

This is a key post that will contribute to the ambitions of the University's Strategic Plan 2030.

The role holder will support the Regional Manager with the output of work designated regions to ensure priorities are aligned and maximised throughout the pre applicant and applicant conversion pipeline.

Led by the Regional Manager, the role holder will focus on various functions including providing significant market intelligence and analysis as well as becoming an expert in the designated region that informs the marketing and student recruitment plans. Therefore, ensuring the most appropriate activity is undertaken in the most effective channels to yield positive results.

The role holder will also organise and undertake effective in-person recruitment activity building relationships with pre applicants, applicants, agents and potential & existing partners. This will include international travel, coordinating events, management of international agent representatives, continued participation in UK and international based international recruitment networks.

The purpose of this role is to manage the implementation and delivery of International student recruitment activities, and to ensure that these activities are aligned with Cardiff Met's overarching marketing, recruitment and conversion plans.

Key relationships include the Admissions, Marketing and CRM teams as well as Academic staff to ensure collaborative and robust annual plans are in place to meet the Student Recruitment targets.

**Principal Duties and Responsibilities:**

- Through the provision of market intelligence devise the annual marketing and recruitment plans for specified markets and evaluate all activity to inform future work.
- Deliver the student recruitment activity in specified markets to grow applications and enhance conversion for all Cardiff Met courses.
- Provide regional expertise to colleagues across Cardiff Met on subjects such as educational systems, market and demographic trends, and qualifications.
- Provide a key point of contact between colleagues in Marketing, Student Recruitment and Admissions to contribute to a joined-up approach to Cardiff Met international activity.
- Assist the Regional Manager to manage Agent network for your regions including onboarding, training and monitoring recruitment agents. Ensuring building positive working relationships to enhance applicant experience.
- Maintain close working relationships with strategic UK based partners and organisations (eg. British Council) to ensure continued cooperation and maximum benefit for the University.
- To organise and undertake effective recruitment visits, including to pre-applicant and applicant engagement events, schools, universities, exhibitions, relevant organisations and including overseas travel.
- Maintain contact with key international alumni.
- To support collaborative arrangements including arrangements for the smooth transition of students from partners to the University, liaising with Cardiff Met academics responsible for collaborative programmes and maintain the collaborations database.
- Undertake applicant conversion events including individual applicant/offer-holder meetings.
- At Clearing events interviewing applicants and making on the spot admissions decisions, feeding back to the Admissions Team in a timely manner.
- Work closely with the Brand and Marketing teams to inform campaigns, develop relevant content and user journeys.
- To arrange inductions and a 'meet and greet' service for new students and staff from within the region.
- To arrange and book travel within the travel guidelines as set by the University.

- Assist the Regional Manager with designated budgets for your region, ensuring ROI and efficiencies are illustrated in delivering the student recruitment plans
- Support the course enquiries and conversion teams in producing up to date and accurate content and other relevant published information.
- To support in the delivery of Marketing and Recruitment events and activities, such as Open/Applicant Days, Confirmation and Clearing and Enrolment.

**Additional Information:**

- The role holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends.
- At certain times of the year, it may be necessary to work some overtime and annual leave cannot be sanctioned.
- Any other responsibilities within the competence of the post holder as may be assigned by the Regional Manager/Head of International Student Recruitment

***Standard Notification***

**These guidelines are provided to assist you in the performance of your role. The university is a dynamic organisation; therefore changes may be required from time to time. Any changes will be made in consultation with the post-holder. The Summary of Duties and Responsibilities is not intended to be an exhaustive list of tasks performed. Other associated tasks are likely to be performed as directed by the line manager.**

**The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's Equalities, Financial, Environmental and Sustainability, People Services and Health and Safety policies and procedures.**



**PERSON SPECIFICATION**

Job Title: International Student Recruitment Officer (remit)

School/Unit: MCSR

\*Key

A - Application form

I - Interview

T/P - Test/Presentation

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
<b>Education and Qualifications (Essential)</b>	Educated to degree level or equivalent relevant experience	✓		
<b>Education and Qualifications (Desirable)</b>				
<b>Knowledge (Essential)</b>	Experience and knowledge of international cultures	✓	✓	
	Sensitivity towards cultural issues	✓	✓	
	In depth working knowledge of at least 2 key international student recruitment markets	✓	✓	
<b>Knowledge (Desirable)</b>				
<b>Skills and Abilities (Essential)</b>	Able to use initiative and make senior level decisions whilst in the field	✓	✓	
	Able to engender confidence and influence senior people	✓	✓	
	Able to lead by example and to show dedication and commitment to Cardiff Met	✓	✓	
	Able to balance income generation with the need to maintain standards and quality.	✓	✓	

	Proven ability to deal with both UK and international stakeholders at senior level	✓	✓	
	Proven diplomatic and interpersonal skills	✓	✓	
	Proven ability to develop strategic relationships, build partnerships and network	✓	✓	
	Ability to communicate effectively at all levels in written and spoken English with a wide range of audiences	✓	✓	
	Strong negotiation skills	✓	✓	
	Budget Management skills	✓	✓	
	Proven ability to create and implement strategy and the ability to combine strategic thinking with attention to detail	✓	✓	
	Excellent organisational skills	✓	✓	
	Proven ability to work efficiently and accurately under pressure	✓	✓	
	Proven aptitude for marketing	✓	✓	
	Proven strong team working skills	✓	✓	
	Customer/service delivery focused	✓	✓	
	Excellent Document Analysis skills and attention to detail	✓	✓	
	Good IT skills	✓	✓	
	Ability to work flexibly and be adaptable	✓	✓	
	Able to use initiative and make decisions whilst in the field	✓	✓	
	Ability to work towards and deliver to targets	✓	✓	
<b>Skills and Abilities (Desirable)</b>				

<b>Experience Paid/Unpaid (Essential)</b>	<p>Working at a senior level role within the context of international student recruitment, preferably in Higher Education.</p> <p>Collaborative working - working with internal and external stakeholders, partners and providers to enhance service delivery and development through influence and relationship management</p>	✓	✓	
		✓	✓	
<b>Experience Paid/Unpaid (Desirable)</b>				
<b>Other Requirements (Essential)</b>	<p>Commitment to staff development and training</p> <p>Willingness to travel internationally for business purposes as required.</p> <p>*The appointment of the successful applicant will be subject to a Disclosure and Barring Service check (DBS, previously CRB).</p>			
<b>Welsh Language Skills</b>  <b>Listening</b>  <b>Desirable</b>	<p>Listening</p> <p>A1 - Beginner</p> <p>Can understand and use familiar everyday expressions and very basic phrases in Welsh.</p>	✓		
<b>Welsh Language Skills</b>  <b>Reading</b>  <b>Desirable</b>	<p>Reading</p> <p>A1 - Beginner</p> <p>Can understand and use familiar everyday expressions and very basic phrases in Welsh.</p>	✓		
<b>Welsh Language Skills</b>  <b>Speaking</b>  <b>Desirable</b>	<p>Speaking</p> <p>A1 - Beginner</p> <p>Can understand and use familiar everyday expressions and very basic phrases in Welsh.</p>	✓		

<b>Welsh Language Skills</b>  <b>Writing</b>  <b>Desirable</b>	Writing  A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	✓		
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\*Please note that a criminal record may not necessarily be a bar to obtaining employment in Cardiff Metropolitan University. For further information on Disclosure and Barring Service (DBS, previously CRB) please go to <https://www.gov.uk/crb-criminal-records-bureau-check>