



**Cardiff
Metropolitan
University**

**Prifysgol
Metropolitan
Caerdydd**

JOB DESCRIPTION

Job Title:	Regional Manager
Location:	Llandaff Campus
Department:	Marketing, Communications and Student Recruitment (MCSR)
Hours:	37 hours
Tenure:	Permanent
Grade:	7A/B
Salary:	£44,263- £49,794 per annum

Role Summary:

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

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.

The role holder will work with the Head of Student Recruitment to design, coordinate and deliver a programme of activity, develop relationships with education providers/partners, agents and influencers to maximise opportunities. This will also include overseeing the delivery of in-country and virtual events, and coordinate support for academic colleagues in the delivery of subject specific events.

The post-holder will be responsible for their own specified global region(s) and will develop and deliver financially viable student recruitment plans and specific campaigns for each country within the designated region. 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:

- Manage the operational delivery of recruitment activity in order to meet institutional recruitment targets. The portfolio may range in nature from established and mature to emerging and new markets. This includes authoring annual market plans and ongoing evaluation of their effectiveness (including undertaking mid-cycle progress reviews).
- Through the provision of market intelligence devise the annual marketing and recruitment plans for specified markets and evaluate all activity to inform future work.
- Manage Agent network for your regions including appointing, training and monitoring recruitment agents. Ensuring building positive working relationships to enhance applicant experience.
- Work closely and support Global Operations and Outreach team to ensure smooth onboarding of agents and accurate and timely commission payments.
- Maintain close working relationships with strategic UK based partners and organisations (eg. British Council) to ensure continued cooperation and maximum benefit for the University.
- Liaise with academic schools in relation to the development and implementation of international recruitment strategies.
- Coordinate the work of a team of International Student Recruitment Officer/International office to plan workload across the recruitment cycles, ensuring annual plans are on track, on budget with efficient implementation of activity to maximise the University income and reputation and to ensure that the University meets its student number targets.
- Deliver a consistent and standardised approach to training counsellors, counselling prospective students and their families, advising on the application process and entry qualifications.
- Deliver a consistent and standardised approach to training agents, ensuring Agent selection and onboarding processes are adhered to.
- Produce regular reports and reviews of team activities and strategy for analysis by Head of International Student Recruitment as well as assisting with the process of new product development and market selection.
- Provide advice on a range of relevant decision areas including: competitor activity, programme demand trends; new programme developments, new recruitment market opportunities admissions/entry criteria guidance
- Working closely with the wider Brand and Marketing teams to ensure a coordinated and integrated approach to student recruitment campaigns throughout the cycle with oversight of team delivery of personalised pre-applicant and applicant journeys from conception to completion.
- Work closely with the Admissions team, particularly in relation to Agents and other partnerships that require information and knowledge to support the processing of applications.

- Ensure that all student recruitment activity demonstrates excellent customer experience, is fit-for-purpose, showcase's Cardiff Met's brand and all front-line staff are well trained, knowledgeable and professional.
- Support the team by overseeing the high-level relationships in key markets, including developing and maintaining links with key external stakeholders, including sponsorship bodies, government ministries embassies, university partners, Cardiff Met alumni, and agents.
- Be responsive to fluctuations across the recruitment cycle, identifying trends and prioritising workload accordingly. At times this may mean supporting the team's operational duties.
- Develop systems and procedures to improve reliability and performance of service delivery to potential international students experience.
- Manage and coordinate visits of University staff, including senior members of staff, to visit government bodies, ministries and key stake holder.
- Representing the University at inward visits by agents, embassies, educational institutions and other relevant bodies, including hosting delegations and giving presentations.
- Understand the principles of the UKVI Student Route Visa regulations and adhere to these principles as part of the recruitment strategy.
- To arrange and book travel within the travel guidelines as set by the University.
- Manage designated budgets for your region, ensuring ROI and efficiencies are illustrated in delivering the student recruitment plans
- To support in the delivery of Marketing and Recruitment events and activities, such as Open/Applicant Days, Conversion activity, 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.
- Any other responsibilities within the competence of the post holder as may be assigned by the Head of International Student Recruitment/Director of Marketing, Communications and 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.



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

PERSON SPECIFICATION

Job Title: Regional Manager

School/Unit: MCSR

*Key

A - Application form

I - Interview

T/P - Test/Presentation

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
Education and Qualifications (Essential)	Educated to degree level or equivalent relevant experience	✓		
Education and Qualifications (Desirable)				
Knowledge (Essential)	Experience and knowledge of international cultures	✓	✓	
	Sensitivity towards cultural issues	✓	✓	
	In depth working knowledge of at least 2 key international student recruitment markets	✓	✓	
Knowledge (Desirable)				

Skills and Abilities (Essential)	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	✓	✓	
	Demonstrable project management skills	✓	✓	
	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		✓	
Skills and Abilities (Desirable)				
Experience Paid/Unpaid (Essential)	<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> <p>Leading a team to deliver strategic and operational functions and complex corporate goals</p> <p>Performance management and evidence of making an impact through staff coaching and development</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	
Experience Paid/Unpaid (Desirable)				
Other Requirements (Essential)	<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>	<p>✓</p> <p>✓</p> <p>✓</p>		
Other Requirements (Desirable)				

Welsh Language Skills (Desirable)	Listening			
	A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh	✓		
	Reading			
	A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh	✓		
	Speaking			
	A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh	✓		
	Writing			
	A1 - Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh	✓		

*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>