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**JOB DESCRIPTION**

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| **POST:** | International Regional Manager (South East Asia) |
| **SCHOOL/ DEPARTMENT:** | York St John International |
| **GRADE:** | 6 |
| **REPORTING TO:** | Director of International  |
| **MANAGEMENT RESPONSIBILITY:**  | International Agents  |

**JOB PURPOSE:**

The principal purpose of the post is to represent the University internationally, to raise awareness of our brand in pursuit of international student recruitment targets and contribute to diversifying the international student body on our York and London campuses. The role will involve promoting undergraduate and postgraduate degrees, short courses, summer schools, identifying opportunities for Transnational Education (TNE) and online learning, and developing international partnerships including staff and student exchange and research collaborations on behalf of the Academic Schools.

This role forms part of the International Student Recruitment Team within York St John International. Working with the Director of International and the Pro Vice-Chancellor International Development, the post-holder will be responsible for achieving international student recruitment targets by deploying a devolved budget, by identifying market opportunities and developing recruitment strategies designed to grow the University’s business in the designated markets. The incumbent will also work closely with the Heads of School to develop and maintain international partnerships.

**DUTIES AND RESPONSIBILITIES:**

1. Undertake international student recruitment activities to deliver international recruitment targets.
2. Provide specialist advice on market trends to support the Director of International in the development and delivery of the University’s international student recruitment strategy. Identify market opportunities and devise recruitment strategies to achieve annual recruitment targets.
3. Formulate and bid for a devolved annual budget to support in-market recruitment and promotional activities.
4. Evaluate the outcomes of recruitment activities for the designated markets, providing regular statistical advice and trend analysis to inform decision-making for future activity.
5. Develop and manage the agent network and partnerships in the key geographical regions (South East Asia), acting as the key point of contact for the University.
6. Deal with individual enquiries from partners, potential students and other groups, offering a friendly, timely, efficient and accurate service.
7. Undertake visits to new and existing partner institutions to identify joint projects and opportunities that support School agendas, and develop TNE and online opportunities, staff and student exchanges, articulations and progression routes, and bespoke short courses.
8. Develop and maintain strong relationships with key partners and influencers such as agents, colleges, universities, international schools, funding bodies (including government ministries, embassies or sponsors), British Council, York St John University alumni and others, as may be appropriate within the context of the market strategy.
9. Work with the Marketing team to plan online and digital communications including social media campaigns and online events. Maximise the use of the University’s CRM system to deliver a regular schedule of tailored and timely communications for the designated markets at key points of the student decision-making cycle.
10. Work with the Admissions Team to ensure timely and efficient processing of international applications, liaising with students, agents and partners as required.
11. Assist in planning and hosting visits from international partner institutions and agencies, including familiarisation visits.
12. Assist with the compilation of statistics and annual returns, including the Annual Operating Plan, Student Recruitment budget (International) and evaluative reports.
13. The post holder may from time to time be involved in other activities undertaken by York St John International and the University such as recruitment activity within the UK and other international markets, recruitment events on campus (Open/Decision Days) and admissions-related work.

Plus

* Any other duties as may reasonably be required.
* Ensure that the highest standards of professional performance are maintained
* Promote equal opportunities in the work of the department to include a commitment to the International Strategy of the University
* Ensure compliance with relevant legislation and statutory codes of practice, as advised
* Participate in the arrangements for performance review
* Ensure that professional skills are regularly updated through participation in training and development activities
* Ensure all University policies are implemented within the remit of this post

**HEALTH & SAFETY**

Under the Health & Safety at Work Act 1974, whilst at work, members of staff must take reasonable care for their own health and safety and that of any other person who may be affected by their acts or omissions.

*This is not a comprehensive definition of the post. Postholders are expected to undertake any work that comes with the remit of the post’s main objective. This job description will be kept under review and may be changed at any time subject to consultation with the postholder.*

**PERSON SPECIFICATION**

**POST TITLE:** International Regional Manager

(South East Asia)

**SCHOOL/ DEPARTMENT:** York St John International

**The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.**

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| **REQUIREMENTS**The postholder must be able to demonstrate: | **ESSENTIAL (E)****DESIRABLE (D)** | **MEASURED BY:**A Application formI InterviewT/P Test/Presentation |
| **EDUCATION/TRAINING***(Academic, vocational/professional and other training)* |
| Good honours degree or equivalent experience | E | A |
| **KNOWLEDGE & EXPERIENCE***(e.g. report writing, office experience, Microsoft office)* |
| Knowledge of recent developments affecting international student recruitment in higher education | E | I |
| Ability to develop, implement and evaluate recruitment strategies across a range of markets in an education context (i.e. with agents, partners, sponsors, higher education institutions, TNE and/or on-line opportunities) | E | A/I |
| Experience of market research and analysis to inform decision making | E | A/I |
| Experience of managing budgets and meeting targets | E | A |
| Evidence of successful personal management and organisational skills | E | I |
| **SKILLS/ATTRIBUTES***(e.g. communication, interpersonal, decision-making, problem-solving, team player, reliable)* |
| Excellent oral, written and interpersonal communication skills, with the ability to influence people of differing cultural backgrounds and levels of seniority, including the ability to present information effectively to diverse audiences | E | I |
| High level of literacy and IT literacy, with attention to detail to produce clear, concise written reports, business plans and strategies | E | I |
| Ability to work effectively within a team whilst also able to work independently for sustained periods | E | I |
| Ability to organise own workload under pressure of time and resources whilst maintaining a high level of attention to detail | E | I |
| Ability to manage and deliver specific projects, including the coordination of senior and junior colleagues | E | I |
| Ability to represent the University confidently and with conviction and to leave a positive impression | E | I |
| Experience of marketing and e-marketing communications skills including social media | E | A |
| Ability to communicate in a language of the target market: South East Asia | D | A |
| Right to work in the UK | D | A |
| **BEHAVIOURS**Behaviours will be tested at interview against the Contribution Framework (available on the recruitment web site under Our Culture & Values - Values & Principles) [www.yorksj.ac.uk/values-and-principles](http://www.yorksj.ac.uk/values-and-principles) |
| Leading myself and othersDelivering a great serviceTaking a professional approachWorking together as a team | **EEEE** | **III****I** |
| **SPECIAL FEATURES***(e.g. Travel, DBS)* |
| Ability to work with a high degree of independence and respond positively and creatively to unforeseen events whilst overseas.Ability and willingness to travel extensively overseas, which may be at short notice.Ability and willingness to work extended hours and out of hours (e.g. evenings and weekends) when required.Cultural sensitivity, tact and diplomacy |