



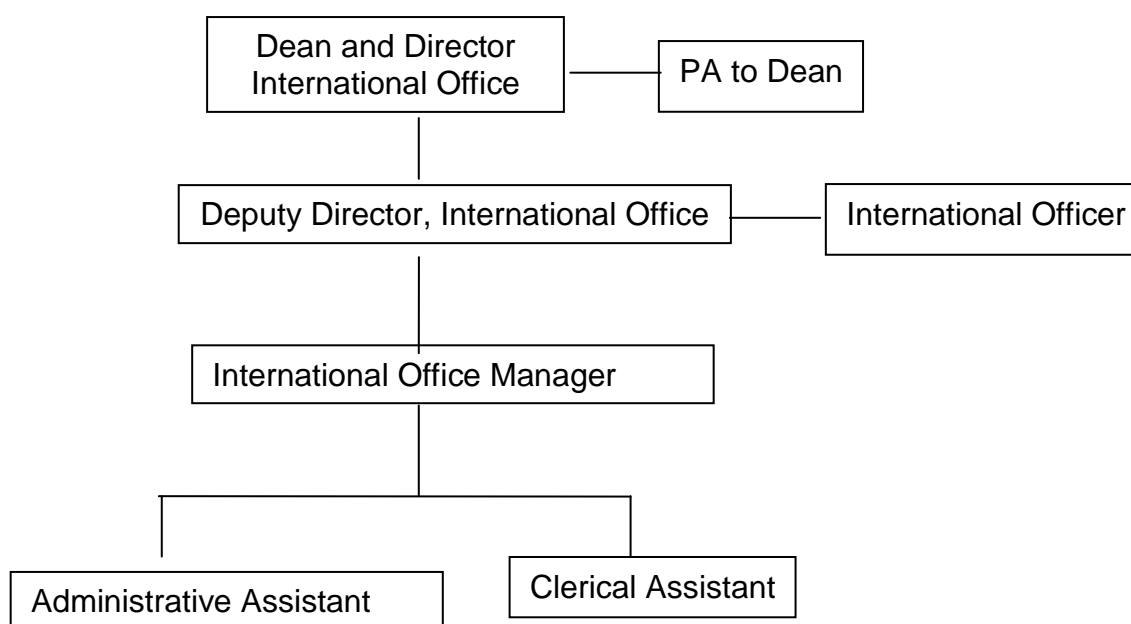
## JOB DESCRIPTION

**1. ROLE TITLE:** International Officer

**2. ROLE CODE:** INOIO

**3. DEPARTMENT:** International Office

**4. ORGANISATION CHART:**



**5. JOB PURPOSE:**

- i. To represent the University internationally and to generate high quality leads contributing to the University's international student recruitment targets.
- ii. To formulate, manage and deliver marketing and recruitment plans, organising overseas visits, including in- country activities, building relationship and managing recruitment agents and sponsors, and following up on the visits and producing visit reports.
- iii. To initiate, advise and assist in developing successful collaborative partnerships internationally.
- iv. To enhance the reputation and brand image of the University by representing it at local, national and international higher education events, recruitment fairs and conferences.
- v. To contribute to the development of the International Marketing, Communications and Recruitment strategy of the University of Chester.

## **6. BACKGROUND INFORMATION:**

The International Office is a central administrative support department that services the whole University in terms of the marketing, recruitment and admission of international students to all programmes of study. The Office provides the administration of all aspects of international student recruitment and admissions - including marketing, advertising and promotional activities, responding to enquiries and requests for further details, maintaining contact through the application process, issuing CAS certificates, student enrolment and ongoing administrative support.

The University's drive to increase the number of international students studying in Chester and on in-country delivered distance learning programmes together with the further development of collaborative partnerships with international institutions to promote exchange of staff and students, has necessitated the appointment of an additional International Officer.

## **7. WORK PERFORMED AND/OR KEY RESULT AREAS:**

### **7.1 Communication**

To deal with a range of stakeholders including potential students at overseas fairs, parents, sponsors, agents, senior management of partnership institutions in the UK and overseas, government bodies, professional associations, scholarship agencies, and embassies in UK and overseas.

To deliver oral presentations to large audiences including groups of students, parents, counsellors and other interested parties during exhibitions, and private promotional visits; e.g. to schools, colleges, universities, education agencies and companies overseas.

To help to formulate, enhance and communicate the University's strategies, brand, reputation and portfolio to internal and external stakeholders, ranging from the University faculty members, to senior management to student and parents, to government bodies and professional associations, to a chain of agents representing the University, the senior management of partnership institutions and representatives of ministries, scholarship agencies, embassies in UK and overseas including;

To offer advice and guidance to potential and current students, parents, sponsors and agents on courses, facilities and various admissions processes and UK visa and immigration issues if required and when appropriate.

To deal with daily written correspondence, emails, fax, telephone and personal enquiries in relation to a variety of issues related to international marketing and recruitment processes and strategies with internal and external stakeholders.

To write regular overseas visit reports.

To assist in the production of promotional materials, including advertisements in globally distributed publicity, involvement in designing the format and the text of the international pages of the university website, and providing written material for external websites where the University is represented.

To support and contribute to the development of new materials, updating the International Student Guide, undergraduate and postgraduate prospectuses, British Council and other publicity materials and will be contributing to the design of these materials.

To support, offer advice and contribute to the production of the promotional (publicity/web) materials, within the University's corporate guidelines customised for the use by international students, ensuring an attractive and competitive presence of the University to the external environment.

## **7.2 Teamwork and Motivation**

The role holder will be expected to work as part of the International Office team. They will also be expected to work with and build relationships between different teams in other academic and support services linked with international activities and with members of the International Committee.

## **7.3 Liaison and Networking**

To initiate, advise and assist in developing successful collaborative partnerships internationally in liaison with the Faculty Representatives.

To market the institution internationally; work with external agencies and University colleagues, thereby facilitating cultural and financial institutional benefits.

To ensure that the collaborative partnership enquiries are successfully communicated to the appropriate faculties and colleagues

The role holder will be a member of the International Committee and will be expected to liaise, advise and support members of the Committee – e.g. in development of new courses, which the University can offer in the UK or in-country overseas to address the needs and demand of the market.

## **7.4 Service Delivery**

To successfully market and promote the University internationally to raise the numbers of international students on and off campus.

To successfully help to develop, the institution's international marketing and recruitment strategies to maintain and secure the University's position in existing and new markets, using innovative approaches whenever necessary.

To participate in exhibitions, promotional events and marketing and recruitment visits overseas in the designated markets and cover other countries as and when required to raise the awareness and the profile of the University.

To assist with the processing of student applications including academic assessment/making offers, student counselling and data processing overseas as required.

To attract inward missions and help to organise events to host international visitors to the University of Chester; and help to deliver these programmes successfully;

To implement, maintain and monitor the institution's international image, working closely with faculties and support services to ensure that awareness and communication of all the activities is consistent with the University's corporate strategy.

To provide effective service for internal or external contacts, which creates a positive image of the institution by being responsive and prompt in responding to enquiries and timely follow up on the visits;

To ensuring that the University is well presented to the external environment. This will include publicity materials, websites, any advertising, publicity locally, regionally and internationally.

To prepare and manage marketing and recruitment plans and allocated budget for the designated markets;

To manage the process for selecting, appointing and monitoring work and activities of educational agents, representing the University of Chester overseas. Provide guidance, service and training for them whenever necessary.

## **7.5 Decision Making Processes**

To take independent decisions in relation to making decisions on student applications, offering university place to students and recruiting education agents during overseas visits.

To be party to some collaborative decisions; work with others in the International Office to reach an optimal conclusion on marketing and recruitment strategies, collaborative partnership agreements (e.g. Memorandum Of Understanding

To provide advice or input to contribute to the decision making of others. This could be advising faculties and support services on trends and developments, demand for new courses in the international markets, or advising international marketing and recruitment decision making groups e.g. International Committees and Faculty Management groups on new international marketing developments.

## **7.6 Planning and Organising Resources**

To prepare marketing and recruitment plans for overseas visits and will be allocated a marketing and recruitment budget to carry out activities overseas on behalf of the University.

To be responsible and accountable to monitor and report on any expenditure using standard University financial reporting procedures.

To plan, prioritise and organise their own work and resources, working with the Deputy Director and administrative members of the International Office on a daily, weekly or monthly basis; plan and manage overseas visits, ensure the effective use of the resources; and monitor progress.

## **7.7 Initiative and Problem Solving**

To prevent problems arising, the role holder will draw on their knowledge and experience to:

- develop effective marketing strategies and plans for specific countries and regions
- negotiate best value publicity and advertising packages
- organise and subsequently evaluate the effectiveness of in-country visits, seminars and other activities to promote international student recruitment

## **7.8 Analysis and Research**

In addition the role holder is required to undertake questionnaire development, administration and statistical analysis of the annual International Office Student Satisfaction Survey.

Undertake regular market research and data analysis for effective student recruitment

Such comprehensive analysis will help the University to identify and focus on likely winning niche products, improve its services and build on its strengths.

## **7.9 Sensory and Physical Demands**

The role holder is required to complete basic tasks which require minimum of instruction or light, if any, physical effort.

## **7.10 Work environment**

The role holder attends regular conferences, seminars and workshops on international matters and regularly travels and participates in International visits/exhibitions. Flexible out of hours working is required and will include working at evenings and weekends, when working overseas or attending conferences.

Hazards are as expected for work within an office environment. However, there can be frequent lifting of boxes, exhibition materials and exhibition stands during travel overseas and when setting up stands at exhibitions.

## **7.11 Pastoral Care and Welfare**

Required to show sensitivity to students and colleagues with whom they come into contact.

## **7.12 Team Development**

The role holder will directly report to the Deputy Director of the International Office and will work closely with the colleagues in the International Office.

Attend and participate in work-related training and staff development activities, which may take place off campus and involve an overnight stay or contribute to University's other activities when required.

## **7.13 Teaching and Learning Support**

To give presentations to large numbers of potential international students or other groups during overseas visits about the University, and about other aspects of the UK education system.

To participate in Staff Development Conference and deliver training to staff on international matters, e.g. on cultural issues, international market trends, visa issues, etc. whenever necessary and will give presentations to international visitors to the University as well as participate in the university induction of new international students and explain the activities and services the international Office can provide for them.

To conduct cascade training and will share ideas, knowledge and experience to colleagues after attending training conferences, seminars and update any relevant information.

## **7.14. Knowledge and Experience**

### **Qualifications/Education**

- A good first degree or equivalent is essential
- Higher degree is desirable

### **Experience and Specific Knowledge**

- An understanding of current international issues in higher education as it impacts on marketing, recruitment, admissions, teaching, learning and the student experience.
- Previous experience in a related field in higher education
- The role holder is required to apply working knowledge of theory and practice, sharing this knowledge with others as appropriate
- Demonstrate continuous specialist development by acquiring relevant skills and competencies.
- The ability to evaluate and support major strategic initiatives
- Planning, management and good organizational ability
- Ability to work on own initiative independently, as well as with the team where appropriate
- Ability to manage resources, motivate, engage and effectively liaise with the team enabling the delivery of a high quality service
- The ability to effectively manage allocated budget and financial resources
- Experience and willing to live and work outside the UK for short periods of time
- Articulacy in report writing and excellent editorial judgment when producing marketing material and associated publicity
- Understanding and commitment to diversity and cultural issues
- Knowledge of political and cultural awareness
- IT literacy and good working knowledge of applications: spreadsheets, databases, word processing packages, PowerPoint, internet and email are essential.

### **Other Specific Attributes**

- Diplomatic, negotiation and cultural sensitivity skills.
- Excellent verbal and written communication skills

- Ability to show full working knowledge and proficiency of the area of expertise; act as a point of reference to others
- Demonstrate continuous specialist development by acquiring and refining skills and expertise in new or related areas through undertaking and encouraging internal or external development activity
- Willingness to travel overseas several times each year
- Good level of analytical skills
- Excellent interpersonal skills, including motivating, persuading, negotiating and communication skills
- Flexibility of approach to problem-solving, attention to detail, and considerable tact, diplomacy and integrity are essential personal characteristics.
- Ability to achieve objectives and deliver to deadlines is essential
- Familiarity with a second language is desirable

### **7.15. General**

To undertake any other duties commensurate with your grade, and/or hours of work, as may reasonably be required of you.

To take responsibility for upholding and complying with the University's Equality and Diversity policies and for behaving in ways that are consistent with fair and equal treatment for all.

To comply with all University Health and Safety policies.

To be prepared to work flexible hours, including evenings and weekends, particularly during overseas visits as required.

PERSON SPECIFICATION		
Job Title and Department – International Officer, International Office		
Criteria	Essential <u>OR</u> Desirable	Method of identification (i.e. application form, interview, test)  Selection Panel use this section to match your skills and abilities to the criteria outlined
<b>Qualifications:</b> A good first degree or equivalent	Essential	Application Form
Higher degree in marketing or business	Desirable	Application Form
<b>Proven Experience:</b> Previous experience in a related field in higher education	Essential	Application Form/ Interview
Experience of preparing and managing marketing and recruitment plans and overseas visits	Desirable	Application Form/ Interview
Experience in initiating international partnerships	Desirable	Application Form/ Interview
An understanding of current international issues in higher education as it impacts on marketing, recruitment, admissions, teaching, learning and the student experience	Essential	Application Form/ Interview
Understanding of financial issues and incentives when marketing and recruiting students internationally	Essential	Application Form/ Interview
The ability to plan and manage a budget and resources	Desirable	Interview
Experience of working in a team	Essential	Application Form/ Interview
IT literacy and ability to databases and other software applications used in international admissions recruitment and marketing processes	Desirable	Application Form/ Interview
Experience of working overseas	Desirable	Application Form/ Interview
<b>Knowledge, skills and abilities:</b> Good interpersonal skills for building a wide range of relationships with staff, students, parents, agents and others involved in the student recruitment and partnership building processes	Essential	Application Form/ Interview
Commitment to and understanding of diversity and equality issues	Essential	Application Form/ Interview
The ability to negotiate effectively with a wide range of stakeholders	Essential	Application Form/ Interview
<b>Other Attributes:</b> Cultural and political awareness	Essential	Interview
Familiarity with a second language	Desirable	Application Form

**Essential Requirements** are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage. **Desirable Requirements** are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.



**UNIVERSITY OF CHESTER  
TERMS & CONDITIONS OF EMPLOYMENT  
INTERNATIONAL OFFICER**

**SALARY SCALE**

University Scale OS8, points 27 - 30, £27,319 - £29,853 per annum payable monthly in arrears.

**RESIDENCE REQUIREMENT**

It is a requirement of this post that within 12 months of appointment, the post-holder should live within a 30 mile radius or within a one hour travelling time by public transport from the University.

**HOURS OF WORK**

Monday to Thursday 9.00am - 5.30pm

Friday 9.00am - 4.30pm

You will be required to attend regular conferences, seminars and workshops on international matters and regularly travel and participate in International visits/exhibitions. Flexible out of hours working is required and will include working at evenings and weekends, when working overseas or attending conferences.

**HOLIDAY ENTITLEMENT**

22 days per annum (pro-rata during the commencement and cessation years), rising to 27 days after five years' continuous service. Two extra statutory days per annum during the Christmas period.

**CRB CHECKS**

The successful applicant will have to undergo a CRB check before an appointment can be made.

**MEDICAL EXAMINATION**

Successful candidates will be required to complete an Occupational Health questionnaire, and may be required to undergo a medical examination.

**ESSENTIAL CERTIFICATES**

Short-listed candidates will be asked to bring to interview, proof of qualifications as outlined on the Job Description and Person Specification provided. Upon appointment, copies of essential certificates will be required by HRM Services.

**PENSION SCHEME**

The University is an admitted body to the Cheshire local government pension scheme. All support staff are eligible for membership of the scheme, and upon appointment, will be asked to indicate whether or not they wish to join the scheme.

**EQUAL OPPORTUNITIES**

The University has a policy of equal opportunity aimed at treating all applicants for employment fairly.

**SMOKING POLICY**

The University operates a No-Smoking policy.

**PROBATIONARY PERIOD**

A nine months' probationary period applies to all University posts.

**CLOSING DATE**

Completed application forms should be returned to HRM Services, University of Chester, Parkgate Road, Chester, CH1 4BJ, no later than Wednesday 12<sup>th</sup> May 2010 at 12.00noon quoting reference number HRMS/09134.