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# University of Sunderland

## Role Profile

### Part 1

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lifechanging



**University of  
Sunderland**

<b>Job Title:</b>	International Development Officer
<b>Reference No:</b>	
<b>Reports to:</b>	International Regional Team Leader
<b>Responsible For:</b>	International Student Recruitment and TNE Development
<b>Grade:</b>	D
<b>Working Hours:</b>	37
<b>Faculty/Service:</b>	International Office
<b>Location:</b>	Gateway Building, Chester Road, Sunderland. SR1 3SD
<b>Main Purpose of Role:</b>	<p>The main purpose of the role is to work within a regionally focused team in the International Office to ensure the University meets regional targets outlined in regional recruitment plans and strategy.</p> <p>The post holder will work to assist the International Regional Team Leaders and Heads of International Development in identifying potential partners and gathering all necessary documentation.</p> <p>To represent the University at recruitment fairs, agent events, and with intermediaries such as British Council, ISEP, BUTEX and Department for International Trade (DIT).</p> <p>Act as a key contact point for recruitment staff in our overseas offices for any recruitment, marketing and/or transnational education (TNE) related requests.</p> <p>Play an active role in converting applicants to enrolment using a range of marketing tools including email, social media, in person activity and telesales.</p> <p>Liaise with relevant on campus societies and assist on the delivery of social events including welcome event, celebration events for regional festivals and pre-departure.</p> <p>Work closely with the International Marketing Officer to plan and deliver a range of integrated marketing campaigns, branded communications and other activities to support the recruitment of international students to the University's Sunderland, Hong Kong and London operations.</p> <p>Support our transnational education (TNE) partners overseas in the presentation of the University's brand overseas and give marketing and branding advice and guidance.</p> <p>Support your regional team and the International Office Senior Management</p>

Team in the development of current TNE partners and support the development of new partners.

Liaise with teams in Sunderland, Hong Kong, London and the International Office to plan and deliver recruitment initiatives that are measurable and deliver

maximum impact and value for money.

**Key Responsibilities and Accountabilities:**

Co-ordinate the delivery of customer relationship marketing (CRM) campaigns relevant to specific international markets.

Liaise with the International Marketing Officer to produce and maintain all supporting literature, merchandise and the international website.

Advise on and support partnership and representative agent marketing activities and initiatives.

Liaise with the Alumni Office to seek opportunities for fundraising, recruitment and business development in key international markets.

Plan and execute events overseas to promote to a range of B2B and B2C audiences with the aim of generating income to the University.

Act as a key contact for a faculty and/or equivalent service on behalf of the International Office and ensure that all communication, recruitment strategies and planning is clearly shared across both teams.

Key the owner of a faculty/and or equivalent service International recruitment plan and ensure all planning is done to schedule appropriate recruitment activity to meet objectives.

Promote overseas study opportunities to students studying at the University of Sunderland through the website, social media, email, on-campus events and briefing sessions. Current study abroad programmes include but are not restricted to, Turing, Bilateral exchange, Erasmus+, ISEP, study abroad, visiting students (JYA). This includes associated staff mobility considerations.

Liaise with internal Faculties and Services to coordinate the processing of applications, admission, registration and module registration for both incoming and outgoing students. Advise Faculties and Services regarding procedures relating to the study abroad programmes.

Provide all necessary information, support, advice and guidance to outgoing students and staff to ensure that they are fully prepared for their period abroad. Work closely with overseas partners to provide ongoing support and advice for incoming students and staff.

Analyse international student recruitment data, identify trends and report this to the senior team to aid decision making.

Coordinate and plan the induction programme for all incoming students and to lead and/or assist with student social events.

Negotiation of mobility agreements including exchange and study abroad. Negotiating, developing and preparing contracts and financial packages in liaison with Legal and Governance.

Perform and support student VPA's (Visa preparation assistance) and increase recruitment by using a case worker approach.

Support overseas offices with recruitment trips where required and plan appropriate activities to ensure visits are effective and meet regional recruitment and faculty recruitment strategies and plans.

**Special  
Circumstances:**

The post-holder will be required to have a flexible approach which may include weekend or out of office hours working arrangements.

Extensive overseas travel will be a key component of this role.

## Part 2A: Essential and Desirable Criteria

### Essential

Degree in a relevant discipline (or equivalent qualification), or possess significant experience within a similar role.

Demonstrable IT skills in a wide range of Microsoft Office packages.

Demonstrable experience and success of working in a role that involves marketing and/or recruitment to international segments and stakeholders.

Experience of developing campaigns and materials with a pre-defined brand using corporate guidelines.

A proven understanding of marketing within a digital context particularly with Customer Relationship Marketing and conversion.

Experience of project management.

Experience of delivering high levels of customer service.

Experience of working within a role requiring the use of initiative.

Ability to work under pressure and to tight deadlines whilst maintaining the highest level of accuracy and attention to detail.

### Desirable

Experience of working within higher education.

Experience of living or working abroad.

Experience of writing for content for CRM, web/sites or social media.

## Part 2B: Key Competencies

**Competencies are assessed at the interview/selection testing stage**

To encourage a culture in the Service which supports University and Service priorities, including:

Responsiveness Excellence in customer service and valuing the importance of delivering services of the highest quality:

- Ownership of actions;
- Adaptability & a 'can do' attitude
- Strong communication
- Innovation
- Inclusiveness

Collaboration and working across team boundaries to build & strengthen working relationships.

Offering challenge appropriately to ensure processes are considered and robust  
Flexibility of approach Being student- centric'

To contribute to a culture of customer focus, relationship management and a strong team ethic.

Familiarity, empathy and sensitivity to the cultural expectations of working with partners.

Working to achieve common objectives; sharing values of continuous improvement, transparency, openness, fairness, integrity, trust, respect and thought for colleagues and others.

To develop personal qualities and encourage development in team members across the service.

To develop relationships with key external stakeholders including agents and TNE partners.

To work closely with a network of overseas agent representatives in a designated region in the delivery of student recruitment no objectives.

To work closely with internal services and overseas partners to provide ongoing support and advice for incoming students.

**Date Completed:**

**March 2023**