Position	UoS Grade	Summary of type of duties			Experience		Qualifications		
		Day to Day Duties	Leadership Responsibilities	Supporting Customers and Stakeholders	Contribution to Culture	Required	Desirable	Required	Desirable
nternational	D	To work with the Heads of International Development to ensure		To develop relationships with	To encourage a	Demonstrable	Experience of	Degree in a	
Development		the University meets regional targets outlined in the	specific international	key external stakeholders	culture in the	experience and	working within	relevant	
Officer		International Strategy 2018-22.	projects determined	including agents and TNE	Service which	success of	higher	discipline (or	
		3, 1	by the Senior	partners.	supports	working in a role	education.	equivalent	
		Assist the Heads of International Development in identifying	Management Team.		University and	that involves		qualification),	
		potential partners and gathering all necessary documentation.		To work closely with a network	Service priorities,	marketing and/or	Experience of	or possess	
				of overseas agent	including:	recruitment to	living or	significant	
		To represent the University at recruitment fairs, agent events,		representatives in a	<ul> <li>Responsiveness</li> </ul>	international	working	experience	
		and with intermediaries such as British Council, ISEP, BUTEX		designated region in the	Excellence in	segments and	abroad.	within a similar	
		and UKTI.		delivery of student recruitment	customer service	stakeholders.		role.	
				objectives.	and valuing the		Experience of		
		Play an active role in converting applicants to enrolment using			importance of	Experience of	writing for	Demonstrable	
		a range of marketing tools including telesales.		To work closely with internal	delivering	developing	content for	IT skills in a	
				services and overseas	services of the	campaigns and	CRM,	wide range of	
		Liaise with relevant on campus societies (i.e. Chinese Society)		partners to provide ongoing	highest quality	materials with a	websites or	Microsoft	
		and assist on the delivery of social events including welcome		support and advice for	Ownership of	pre-defined brand	social media.	Office	
		event, celebration events for regional festivals and pre-		incoming students.	actions;	using corporate	2223	packages.	
		departure.			Adaptability & a	guidelines.		pachagoo.	
				The post-holder will be	'can do' attitude	3			
		Work closely with the International Marketing Officer to plan		required to have a flexible	• Strong	A proven			
		and deliver a range of integrated marketing campaigns,		approach which may include	communication	understanding of			
		branded communications and other activities to support the		weekend or out of office hours	Innovation	marketing within a			
		recruitment of international students to the University's		working arrangements.	Inclusiveness	digital context			
		Sunderland, Hong Kong and London operations.		Extensive overseas travel will	Collaboration	particularly with			
				be a key component of this	and working	Customer			
		Act as a key contact point for recruitment staff in our overseas		role.	across team	Relationship			
		offices for any recruitment, marketing and/or transnational		Tole.	boundaries to	Marketing and			
		education (TNE) related requests.			build & strengthen	conversion.			
					working	CONVENSION.			
		Support our transnational education (TNE) partners overseas			relationships	Experience of			
		in the presentation of the University's brand overseas and give			Offering	project			
		marketing and branding advice and guidance.			challenge	management.			
						management.			
		Liaise with teams in Sunderland, Hong Kong, London and the			appropriately to ensure processes	Experience of			
		International Office to plan and deliver recruitment initiatives			are considered	delivering high			
		that are measurable and deliver maximum impact and value for			and robust	levels of customer			
		money.							
					Flexibility of	service.			
		Co-ordinate the delivery of customer relationship marketing			approach	Experience of			
		(CRM) campaigns relevant to specific international markets.			Being student- centric'	working within a			
		, , , , , ,			Centilic				
		Liaise with the International Marketing Officer to produce and			To contribute to a	role requiring the			
		maintain all supporting literature, merchandise and the			To contribute to a	use of initiative.			
		international website.			culture of	A la : 11:40 , 4 =			
		mondional robotto.			customer focus,	Ability to work			
		Advise on and support partnership and representative agent			relationship	under pressure			
		marketing activities and initiatives.			management and	and to tight			
					a strong team	deadlines whilst			
		Liaise with the Alumni Office to seek opportunities for			ethic.	maintaining the			
		fundraising, recruitment and business development in key				highest level of			
		international markets.			Familiarity,	accuracy and			
					empathy and	attention to detail.			
		Plan and execute events overseas to promote to a range of			sensitivity to the				
		B2B and B2C audiences with the aim of generating income to			cultural				
		the University.			expectations of				
		and Onliveronity.			working with				
		Promote overseas study opportunities to students studying at			partners				
		i romote overseas study opportunities to students studying at							

the University of Sunderland through the website, social media,	Working	to		
email, on-campus events and briefing sessions. Current study	achieve			
abroad programmes include but are not restricted to, bilateral	objective			
exchange, Erasmus+, ISEP, study abroad, visiting students	sharing v			
(JYA). This includes associated staff mobility considerations.	continuo	us		
	improven	ment.		
Liaise with internal Faculties and Services to coordinate the	transpare			
processing of applications, admission, registration and module	opennes			
registration for both incoming and outgoing students. Advise	fairness,	integrity,		
Faculties and Services regarding procedures relating to the	trust, res			
study abroad programmes.	thought fo			
study abroad programmes.				
	colleague	es and		
Provide all necessary information, support, advice and	others.			
guidance to outgoing students and staff to ensure that they are				
fully prepared for their period abroad. Work closely with	To develo	on		
overseas partners to provide ongoing support and advice for		qualities		
incoming students and staff.	and enco			
	developn	ment in		
Analyse international student recruitment data, identify trends	team me			
	across th			
and report this to the senior team to aid decision making.		ie		
	service.			
Coordinate and plan the induction programme for all incoming				
students and to lead and/or assist with student social events.				
stadente and to load ana/or acciet with stadent cociarevente.				
Negotiation of mobility agreements including exchange and				
study abroad. Negotiating, developing and preparing contracts				
and financial packages in liaison with Legal and Governance.				
and financial packages in fiaison with Legal and Governance.				
Perform and support student VPA's (Visa preparation				
assistance) and increase recruitment by using a case worker				
approach.				
approdon:				
				l