

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
International Development Officer	D	<p>To work with the Heads of International Development to ensure the University meets regional targets outlined in the International Strategy 2018-22.</p> <p>Assist the 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 UKTI.</p> <p>Play an active role in converting applicants to enrolment using a range of marketing tools including telesales.</p> <p>Liaise with relevant on campus societies (i.e. Chinese Society) 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>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>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>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.</p> <p>Co-ordinate the delivery of customer relationship marketing (CRM) campaigns relevant to specific international markets.</p> <p>Liaise with the International Marketing Officer to produce and maintain all supporting literature, merchandise and the international website.</p> <p>Advise on and support partnership and representative agent marketing activities and initiatives.</p> <p>Liaise with the Alumni Office to seek opportunities for fundraising, recruitment and business development in key international markets.</p> <p>Plan and execute events overseas to promote to a range of B2B and B2C audiences with the aim of generating income to the University.</p> <p>Promote overseas study opportunities to students studying at</p>	To lead and manage specific international projects determined by the Senior Management Team.	<p>To develop relationships with key external stakeholders including agents and TNE partners.</p> <p>To work closely with a network of overseas agent representatives in a designated region in the delivery of student recruitment objectives.</p> <p>To work closely with internal services and overseas partners to provide ongoing support and advice for incoming students.</p> <p>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.</p>	<p>To encourage a culture in the Service which supports University and Service priorities, including:</p> <ul style="list-style-type: none"> • 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' <p>To contribute to a culture of customer focus, relationship management and a strong team ethic.</p> <p>Familiarity, empathy and sensitivity to the cultural expectations of working with partners</p>	<p>Demonstrable experience and success of working in a role that involves marketing and/or recruitment to international segments and stakeholders.</p> <p>Experience of developing campaigns and materials with a pre-defined brand using corporate guidelines.</p> <p>A proven understanding of marketing within a digital context particularly with Customer Relationship Marketing and conversion.</p> <p>Experience of project management.</p> <p>Experience of delivering high levels of customer service.</p> <p>Experience of working within a role requiring the use of initiative.</p> <p>Ability to work under pressure and to tight deadlines whilst maintaining the highest level of accuracy and attention to detail.</p>	<p>Experience of working within higher education.</p> <p>Experience of living or working abroad.</p> <p>Experience of writing for content for CRM, websites or social media.</p>	<p>Degree in a relevant discipline (or equivalent qualification), or possess significant experience within a similar role.</p> <p>Demonstrable IT skills in a wide range of Microsoft Office packages.</p>	

		<p>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, bilateral exchange, Erasmus+, ISEP, study abroad, visiting students (JYA). This includes associated staff mobility considerations.</p> <p>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.</p> <p>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.</p> <p>Analyse international student recruitment data, identify trends and report this to the senior team to aid decision making.</p> <p>Coordinate and plan the induction programme for all incoming students and to lead and/or assist with student social events.</p> <p>Negotiation of mobility agreements including exchange and study abroad. Negotiating, developing and preparing contracts and financial packages in liaison with Legal and Governance.</p> <p>Perform and support student VPA's (Visa preparation assistance) and increase recruitment by using a case worker approach.</p>			<p>Working to achieve common objectives; sharing values of continuous improvement, transparency, openness, fairness, integrity, trust, respect and thought for colleagues and others.</p> <p>To develop personal qualities and encourage development in team members across the service.</p>				
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