
University of Sunderland

Role Profile

Part 1

lifechanging



**University of
Sunderland**

Type Job Title here

Job Title:	International Regional Team Leader
Reference No:	0159-21
Reports to:	Head of International Development
Responsible For:	International Regional Team
Grade:	E
Working Hours:	37 hours per week
Faculty/Service:	International Office
Location:	Sunderland Campus
Main Purpose of Role:	To lead and support the team to develop specific markets effectively, leading to student conversion to one of our campuses and achieving our International Recruitment targets.

Key Responsibilities and Accountabilities:	<ul style="list-style-type: none">• To work with the Heads of International Development to ensure the University meets regional targets outlined in the International Strategy.• Assist the Heads of International Development in identifying potential partners and gathering all necessary documentation as per the regions of responsibility allocated to you.• To represent the University at recruitment fairs, agent events, and with intermediaries such as British Council.• Play an active role in converting applicants to enrolment using a range of marketing tools including telesales as well as working with colleagues within the International Office to support the overall conversion activities.• Liaise with relevant on campus societies (i.e. Nigerian Society) and assist on the delivery of social events including welcome event, celebration events for regional festivals and pre- departure.• 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 for the markets which you are responsible for.
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- Act as a key contact point for recruitment staff in our overseas offices in the markets you are responsible for, to assist with any recruitment, marketing and/or TransNational Education (TNE) related requests.
- Support our TransNational Education (TNE) partners, in the markets you are responsible for, in the presentation of the University's brand overseas and give marketing and branding advice and guidance.
- 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.
- Liaise with the International Marketing Officer to produce and maintain supporting literature, merchandise and the international website and ensure it is kept up to date.
- Advise on and support partnership and representative agent marketing activities and initiatives for the markets you are responsible for.
- Liaise with the Alumni Office to seek opportunities for fundraising, recruitment and business development in key international markets within the markets you are responsible.
- Plan and execute events overseas to promote to a range of B2B and B2C audiences with the aim of generating income to the University.
- Promote overseas study opportunities to students studying at the University of Sunderland through the website, social media, email, on-campus events and briefing sessions.
- Where appropriate, identify and work with the Study Abroad Officer to establish suitable Study Abroad in and outbound opportunities within your regions of responsibility.
- Liaise with internal Faculties and Services to coordinate the processing of applications, admission, registration and module registration for both incoming and outgoing students.
- 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.
- To undertake other duties, commensurate with the grade and role, as required by the International Office Senior Management Team or University's Executive Team.

Leadership Responsibilities

- To lead and manage specific projects determined by the International Senior Management Team.
- To lead and manage overseas staff to meet regionally determined objectives for student recruitment and TransNational Education.
- Monitor, coach, motivate and appraise staff.

Supporting Customers and Stakeholders

- To support key customers and stakeholders both internally and externally including:
 - Faculties
 - Compliance
 - Student Journey
 - Finance
 - Planning
 - Marketing
 - Overseas offices
 - TNE Partners
 - Agents

Contribution to Culture

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

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

Qualifications and Professional Memberships:

- A Degree level qualification (or equivalent qualification), or possess significant experience within a similar role.

Knowledge and Experience:

- 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.
- Demonstrable experience of working within a role that requires effective planning and organisational skills, strong attention to detail, and an ability to negotiate, troubleshoot issues, persuade and influence.

Desirable

Qualifications and Professional Memberships:

- A qualification in a relevant discipline to the role.

Knowledge and Experience:

- Experience of working in a sales and/or target focused environment.
- Experience of working with people from a diverse mixture of overseas countries.
- Experience of working within Higher Education.
- Experience of maintaining databases and using data to report accurately to senior colleagues.

	<ul style="list-style-type: none">• Experience of report writing.• Experience of using SITS student record system• Experience of managing a Team and monitoring, coaching, motivating and appraising staff within a team• Experience of writing for content for CRM, websites or social media.• Experience of working overseas.
Part 2B: Key Competencies	
Competencies are assessed at the interview/selection testing stage	The post holder will motivate and lead the team to develop specific markets effectively, leading to student conversion to one of our campuses and achieving our International Recruitment targets.
	The post holder will also have responsibility to undertake development work within a specific territory, which would include student recruitment, study abroad and TNE.
Date Completed:	April 2021