|               |              | Summa  | ary of type of duties          |                                       |                                | Experience                            |                         | Qualifications   |           |
|---------------|--------------|--|--------------------------------|---------------------------------------|--------------------------------|---------------------------------------|-------------------------|------------------|-----------|
| Position      | UoS<br>Grade | Day to Day Duties  | Leadership<br>Responsibilities | Supporting Customers and Stakeholders | Contribution to Culture        | Required                              | Desirable               | Required         | Desirable |
| International | D            | To work with the Heads of International Development to ensure  | To lead and manage             | To develop relationships with         | To encourage a                 | Demonstrable                          | Experience of           | Degree in a      | Dodinabio |
| 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   |           |
|               |              |  | 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       |           |
|               |              | To represent the University of requisition of faire agent, avents  |                                | of overseas agent                     | including:                     | recruitment to                        | living or               | significant      |           |
|               |              | To represent the University at recruitment fairs, agent events, and with intermediaries such as British Council, ISEP, BUTEX |                                | representatives in a                  | Responsiveness                 | international                         | working                 | experience       |           |
|               |              | and UKTI.  |                                | designated region in the              | Excellence in                  | segments and                          | abroad.                 | within a similar |           |
|               |              | and OKTI.  |                                | delivery of student recruitment       | customer service               | stakeholders.                         | Experience of           | role.            |           |
|               |              | Play an active role in converting applicants to enrolment using  |                                | objectives.                           | and valuing the importance of  | Experience of                         | Experience of           | Demonstrable     |           |
|               |              | a range of marketing tools including telesales.  |                                | To work closely with internal         | delivering                     | developing                            | writing for 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                       |                         | packages.        |           |
|               |              | departure.   |                                |                                       | Adaptability & a               | guidelines.                           |                         |                  |           |
|               |              | Mark alongly with the International Marketing Officer to place   |                                | The post-holder will be               | 'can do' attitude              |                                       |                         |                  |           |
|               |              | Work closely with the International Marketing Officer to plan and deliver a range of integrated marketing campaigns,         |                                | required to have a flexible           | Strong                         | A proven                              |                         |                  |           |
|               |              | branded communications and other activities to support the   |                                | approach which may include            | communication                  | understanding of                      |                         |                  |           |
|               |              | recruitment of international students to the University's  |                                | weekend or out of office hours        | <ul> <li>Innovation</li> </ul> | marketing within a                    |                         |                  |           |
|               |              | Sunderland, Hong Kong and London operations.   |                                | working arrangements.                 | Inclusiveness                  | digital context                       |                         |                  |           |
|               |              | Canadhana, Hong Rong and Edition operations.   |                                | Extensive overseas travel will        | Collaboration                  | particularly with                     |                         |                  |           |
|               |              | Act as a key contact point for recruitment staff in our overseas   |                                | be a key component of this            | and working                    | Customer                              |                         |                  |           |
|               |              | offices for any recruitment, marketing and/or transnational  |                                | role.                                 | across team boundaries to      | Relationship                          |                         |                  |           |
|               |              | education (TNE) related requests.  |                                |                                       | build & strengthen             | Marketing and conversion.             |                         |                  |           |
|               |              |  |                                |                                       | working                        | Conversion.                           |                         |                  |           |
|               |              | 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.                           |                         |                  |           |
|               |              | Lister St. George is One hades I Have Keep Lee hades at the  |                                |                                       | appropriately to               |                                       |                         |                  |           |
|               |              | Liaise with teams in Sunderland, Hong Kong, London and the International Office to plan and deliver recruitment initiatives  |                                |                                       | ensure processes               | Experience of                         |                         |                  |           |
|               |              | ' ·  |                                |                                       | are considered                 | delivering high                       |                         |                  |           |
|               |              | that are measurable and deliver maximum impact and value for money.  |                                |                                       | and robust                     | levels of customer                    |                         |                  |           |
|               |              | money.   |                                |                                       | Flexibility of                 | service.                              |                         |                  |           |
|               |              | Co-ordinate the delivery of customer relationship marketing  |                                |                                       | approach                       |                                       |                         |                  |           |
|               |              | (CRM) campaigns relevant to specific international markets.  |                                |                                       | Being student-                 | Experience of                         |                         |                  |           |
|               |              |  |                                |                                       | centric'                       | working within a                      |                         |                  |           |
|               |              | Liaise with the International Marketing Officer to produce and   |                                |                                       | To contribute to a             | role requiring the use of initiative. |                         |                  |           |
|               |              | maintain all supporting literature, merchandise and the  |                                |                                       | culture of                     | use of fillidative.                   |                         |                  |           |
|               |              | international website.   |                                |                                       | customer focus,                | Ability to work                       |                         |                  |           |
|               |              |  |                                |                                       | relationship                   | under pressure                        |                         |                  |           |
|               |              | Advise on and support partnership and representative agent   |                                |                                       | management and                 | and to tight                          |                         |                  |           |
|               |              | marketing activities and initiatives.  |                                |                                       | 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                |                                       |                         |                  |           |
|               |              |  |                                |                                       | working with partners          |                                       |                         |                  |           |
|               |              | Promote overseas study opportunities to students studying at   |                                |                                       | partificis                     | 1                                     | 1                       | I                | 1         |

| the University of Sunderland through the website, social media,   | Working to           |  |
|---|----------------------|--|
| email, on-campus events and briefing sessions. Current study  | achieve common       |  |
| abroad programmes include but are not restricted to, bilateral  | objectives;          |  |
| exchange, Erasmus+, ISEP, study abroad, visiting students   | sharing values of    |  |
| (IVA) This isolated as sisted to the mobility of side of the side |                      |  |
| (JYA). This includes associated staff mobility considerations.  | continuous           |  |
|   | improvement,         |  |
| Liaise with internal Faculties and Services to coordinate the   | transparency,        |  |
| processing of applications, admission, registration and module  | openness,            |  |
| registration for both incoming and outgoing students. Advise  | fairness, integrity, |  |
| Faculties and Services regarding procedures relating to the   | trust, respect and   |  |
| study abroad programmes.  | thought for          |  |
|   | colleagues 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 develop           |  |
| overseas partners to provide ongoing support and advice for   | personal qualities   |  |
| incoming students and staff.  | and encourage        |  |
| incoming students and stail.  | development in       |  |
| Analysis international student requirement data identify transle  |                      |  |
| Analyse international student recruitment data, identify trends   | team members         |  |
| and report this to the senior team to aid decision making.  | across the           |  |
|   | service.             |  |
| 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.  |                      |  |
| and imandial 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.   |                      |  |
| арргоаст.   |                      |  |
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