University of Sunderland

# Role Profile

Part 1

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| **International Marketing & Recruitment Assistant (Indo-China)** |
| **Job Title:** | International Marketing & Recruitment Assistant (Indo-China) |
| **Reference No:** |  |
| **Reports to:** |  Regional Manager (Indo-China) |
| **Responsible For:** | N/A |
| **Grade:** | N/A |
| **Working Hours:** | 40 hours per week |
| **Faculty/Service:** | International Office |
| **Location:** | Remote working (Vietnam based) |
| **Main Purpose of Role:** | To assist the Regional Manager (Indo-China) with recruitment and marketing activity for the University of Sunderland and University of Sunderland in London in the Indo-China region. To work with the Regional Manager (Indo-China) and UK based staff who are regionally focused to support specific markets effectively, leading to student conversion to one of our campuses and achieving our International Recruitment and development targets. |
| **Key Responsibilities and Accountabilities:** | * To work with the Head of International Development (East) and Regional Manager (Indo-China) to ensure the University meets regional targets outlined in the International Strategy and specifically within the Indo-China strategy for both our Sunderland and London campuses.
* Assist the Head of International Development (East) and the Regional Manager (Indo-China) in identifying potential institutional partnerships and gathering all necessary documentation.
* To represent the University at recruitment fairs, agent events, and with intermediaries such as British Council.
* To support conversion of applicants to enrolment using a range of marketing tools as well as working with colleagues within the International Office to support the overall conversion activities.
* Work closely with the Regional Manager (Indo-China) and the International Marketing team to support a range of integrated marketing campaigns, branded communications and other activities to support the recruitment of international students to the University’s Sunderland and London operations for the markets within the region.
* Act as a contact point for agents, partners and students in the markets within the region and to assist them with students joining the University.
* Liaise with teams in Sunderland, London and the International Office to coordinate and deliver recruitment initiatives for each intake that are measurable and deliver maximum impact and value for money.
* Assist and support partnership and representative agent marketing activities and initiatives for the markets within the region.
* Coordinate events overseas to promote the University to a range of B2B and B2C audiences with the aim of generating income for the University.
* Promote overseas study opportunities to students studying at the University of Sunderland and University of Sunderland in London through the website, social media, email, on-campus events and briefing sessions.
* Work closely with overseas partners to provide ongoing support and advice for incoming students and staff.
* To undertake other duties, commensurate with the grade and role, as required by the International Office Senior Management Team or University’s Executive Team.

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.
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| Special Circumstances: | * The post-holder will be required to have a flexible approach which may include weekend or out of office hours working arrangements.
* Travel within Vietnam and some overseas travel will be a component of this role.
* The post-holder will be based in Vietnam and the role will be home based.
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University of Sunderland

# Role Profile

Part 2

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| **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.
* Ability to communicate in English language, with a good level of written and verbal skills.
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| **Knowledge and Experience:** |
| * Demonstrable experience and success of working in a role that involves marketing and/or recruitment to international segments and stakeholders.
* A proven understanding of marketing within a digital context particularly with Customer Relationship Marketing and conversion.
* Experience of delivering high levels of customer service.
* Experience of working within a role requiring the use of initiative.
* Demonstrable experience of working within Higher Education and/or study abroad counselling.
* Experience of working in a sales and/or target focused environment.
* Good presentation skills and experience of delivering information to stakeholders.
* Able to build relationships and network effectively.
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|  ***Desirable******Qualifications and Professional Memberships:*** |
| * A qualification in a relevant discipline to the role.

**Knowledge and Experience:** |
| * Experience of working with people from a diverse mixture of overseas countries.
* Experience of maintaining databases and using data to report accurately to senior colleagues.
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|  | * Experience of writing for content for CRM, websites or social media.
* Experience of working overseas.
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| **Part 2B: Key Competencies** |
| **Competencies are assessed at the interview/selection testing stage** | * Demonstrates a visible commitment to the University’s vision, values and strategies.
* Excellent communication, influencing and interpersonal skills with an ability to engage effectively and positively across a range of stakeholders.
* Demonstrates honesty, loyalty and integrity.
* Displays effective management skills, motivating others to achieve their potential.
* Displays self-confidence, demonstrating a ‘can do’ approach.
* Takes ownership and displays resolve to be accountable for delivering against objectives.
* Develops positive and innovative approaches to challenges and emerging issues.
* Flexible and creative approach to problem solving, combining rational analysis with experience to make and influence timely, complex and critical decisions confidently.
* Has a resilient approach and is able to work to tight deadlines.
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| **Date Completed:** | January 2025 |