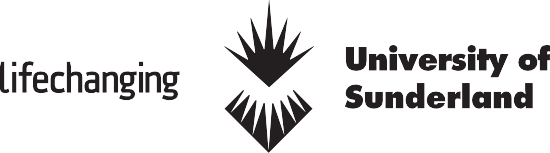
University of Sunderland

# 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. |
| 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. |

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. |
| **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. |
| ***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. |
| **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 |