

The logo for INTO, featuring the word "INTO" in a bold, white, sans-serif font, followed by a white circular icon containing two right-pointing chevrons.

## Job description

# International Recruitment Manager

### Context

**INTO is an organisation working in partnership with leading British Universities and investing in the development of world-class international student centres. It specialises in preparing students for undergraduate and postgraduate study in the UK. Our Centres deliver guaranteed progression onto leading British undergraduate and postgraduate courses.**

INTO City, University of London is a joint-venture partnership between INTO and City, University of London. It delivers preparation programmes for international students seeking to progress on to degree level courses at City and is based in a purpose built international study Centre in the heart of London, between the City of London financial district, eclectic Spitalfields Market and vibrant Shoreditch. The Centre is home to a diverse cohort of students from 60+ nationalities and has ambitious plans to grow student enrolments over the next three years.

The successful candidate will support the delivery of INTO City's ambitious international student recruitment strategy, delivering impactful student recruitment activity overseas and providing first class customer service to INTO's network of overseas offices.

Strong presentation and communication skills, a flexible approach to working, the ability to cultivate strong working relationships and a creative and innovative mindset are the key skills required for this role.

The post holder will be based at INTO City and report to the Assistant Director Recruitment, INTO City, University of London.

### Key accountabilities and duties

#### Student recruitment

**INTO CITY, UNIVERSITY OF LONDON**  
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- Maximise the recruitment of students to INTO City by executing an annual student recruitment strategy. Regions to be allocated depending on the candidate's expertise and strength.
- Provide first class support to INTO's in-country sales teams, answering day to day queries and ensuring they have the tools to best promote the Centre to INTO's representative agents and students
- Deliver student recruitment activities, including exhibitions, agent trainings, school visits, working closely with INTO's Global Recruitment Unit and City, University of London's International Office
- Up to approximately 12 weeks of overseas travels to deliver promotional activities, gaining market insights and tailor make the conversion activities for different regions.
- Proactively collaborate and build strong relationships with student recruitment, alumni, partnerships and admissions teams at INTO and City, University of London
- Support the delivery of large inward stakeholder visits and events including agent familiarization visits. Lead on inward individual agent visits
- Oversee INTO City's conversion strategy, managing the Student Engagement and Marketing Officer in proactively engaging with offer holders via email, social media, WhatsApp and virtual call as well as Eloqua, the Centre's CRM system

### **Marketing**

- Manage the Student Engagement and Marketing Officer who is responsible for managing INTO City's social media accounts and marketing ambassador scheme
- Input to the Centre marketing toolkit (brochure, flyers, banners)
- Proactively collaborate and build strong relationships with marketing teams at INTO and City, University of London

### **Miscellaneous**

- Adhere to all company policies and procedures including those in relation to own and others' health, safety and wellbeing
- Comply with General Data Protection Regulations in relation to student and company data.

Your job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request.

We reserve the right to introduce changes in line with technological developments which may have an impact on your job duties or methods of working.

### **Location**

INTO City, University of London, 102 Middlesex Street, London. E1 7EZ. Blended working with minimum 3 days on-site per week.

### **Salary**

The post role is aligned to Salary Band Grade D (£31,773 - £42,021), plus 13% London weighting

## Safeguarding

As part of our Safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

See next page for person specification.



## Person specification

	Essential	Desirable
<b>Legal status</b>	<ul style="list-style-type: none"> <li>• Appropriate CRB disclosure will be required prior to confirmation of appointment</li> <li>• Eligibility to work and travel freely to and from UK, i.e., valid UK or EC passport or appropriate visa/work permits</li> </ul>	
<b>Academic qualifications</b>	<ul style="list-style-type: none"> <li>• Minimum Undergraduate degree or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant postgraduate qualification</li> <li>• Relevant professional qualification e.g. CIM</li> <li>• Relevant recent professional development</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working in a higher education and/or international student pathway environment</li> <li>• In-depth knowledge of strategies used to recruit international students to universities and/or international student pathway programmes in the UK</li> <li>• Experience of working with international students, parents, agents and sponsors</li> <li>• Experience of delivering presentations to range of stakeholders</li> <li>• Experience of organising and conducting overseas travel independently</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of living, working and/or studying overseas</li> <li>• Experience of using CRM systems such as Salesforce</li> <li>• Experience of reporting systems such as PowerBI</li> <li>• Experience of managing professional social media accounts</li> <li>• Experience of managing events</li> </ul>
<b>Skills and qualities</b>	<ul style="list-style-type: none"> <li>• Excellent command of written and spoken English</li> <li>• Excellent presentation and communication skills</li> <li>• Expertise in identifying, analysing and disseminating market and statistical data</li> <li>• Strong sense of initiative and ability to work independently to get things done</li> <li>• Creative approach to problem-solving</li> <li>• Ability to operate independently, instil trust and be self-motivated</li> <li>• Enthusiastic and performance-driven team player</li> <li>• Ability to work to strict deadlines whilst maintaining close attention to detail</li> <li>• Ability to be assertive and constructive as necessary, and to deal with challenging customers and stakeholders with cultural sensitivity</li> <li>• Flexibility and willingness to undertake and learn new tasks</li> <li>• Willingness to undertake significant overseas travel</li> <li>• Willingness to work unsociable hours including evenings and weekends</li> <li>• Excellent IT skills, including Word, Excel, PowerPoint and the use of databases</li> <li>• Proven track record of Customer Service skills</li> </ul>	<ul style="list-style-type: none"> <li>• Fluency in a language of one of our major source regions e.g. Chinese, Russian or Arabic</li> </ul>