

Job Description

Job Title:	International Student Manager
Grade:	Band 7 plus International Allowance
Contract:	Permanent, full year 37 hours a week
Salary:	£30,564-£32,961 pa plus £5,787 pa allowance
Responsible to:	Principal
Responsible for:	International marketing team

The Role

The successful candidate will attend and contribute to worldwide workshops and student fairs hosted at Universities/School/Colleges and other locations. This role will require someone to come on board to maintain existing relationships and to develop mutually beneficial relations with agencies, agents, key stakeholders and other partners. They will be required to provide market intelligence by identifying new patterns of student mobility and student demand. The successful candidate is expected to hit set targets by attracting new students in our existing markets but also to identify new opportunities. The role requires the candidate to be confident in approaching and tackling challenges by developing strategic relationships with our overseas partners and in working with College staff to develop and deliver a personalised programme of study.

Main Purpose of Job:

- To maintain and expand the numbers and range of international students at Varndean College in line with agreed targets
- To co-ordinate the marketing, liaison, admissions and induction of international students
- To manage the International Student Office and Team
- To ensure that International Students are provided with a coherent programme of study
- To ensure that International students are supported appropriately

Principal Duties & Responsibilities:

MARKETING AND LIAISON

- Define recruitment targets and plan and manage the recruitment plan
- Devise an international marketing strategy to meet agreed target student numbers (to include market research)
- Work with the college Marketing Manager to ensure a coherent approach to marketing in all media
- Plan and execute recruitment activities to meet agreed targets

- Develop and implement strategies that; enable coherent contracts, maximise opportunities, encourage client loyalty and ensure the regular return of business partners
- Prepare and/or adapt materials for marketing to international students
- Ensure that the international section of the web-site is an effective tool for promotion to international students
- Promote Varndean College with existing local and international agents and language schools and recruit new ones
- Liaise with Heads of School and Assistant Heads of School about courses suitable for international students and subject choice
- Give liaison presentations to agents and other interested parties

RECRUITMENT AND INDUCTION

- Manage the recruitment pipeline through all stages
- Develop high quality and effective recruiting materials and tools
- Build and foster relationships to create strong networks
- Hold interviews in the UK and worldwide whilst overseeing processes to ensure compliance with our policies especially HR, equal opportunities and safeguarding policies
- Manage, lead and motivate a team, including possible seasonal expansion with temporary staff
- Manage enquiries from international applicants and agents
- Create materials required for recruitment and liaise with admissions officer on all materials required for recruitment procedures
- Lead admissions and interview procedures including interviewing prospective students
- Lead and organise initial visits to college for prospective students
- Ensure language testing is undertaken in relation to course entry requirements from March/April to July
- Perform status checks and ensure compliance with UKVI regulations
- Develop links with external bodies, such as the British Council and the Association of Colleges
- Produce templates of bank letters and visa letters for students on college roll
- Manage the accommodation arrangements with host families
- Lead and organise the induction of new students
- Lead and organise the programme and activities for short visits

SAFEGUARDING AND CHILD PROTECTION

- To apply the College's own Safeguarding policy and practices
- To match students with homestay families. Work with the students and families to assist with the cultural, social and emotional integration of the homestay situation. To deal effectively with conflict situations and assists with the communication process
- Ensure effective safeguarding procedures and processes are followed in relations to recruitment of international students including ensuring all appropriate checks are made including enhanced DBS are carried out on potential host families.

FINANCE

- Negotiate and agree levels of commission on behalf of the College
- Manage an agreed budget
- Contribute to discussions on fee levels for international students

- Liaise with Finance in matters relating to student status on fee payment and payment of agents' commission and payments to host families

REPORTING

- Present regular progress reports to the Principal
- Attend meetings with the Principal to agree strategy

LEADERSHIP & MANAGEMENT

- To provide leadership and direction for all staff contributing to the work of the department
- To deploy staff and to arrange cover for absent staff
- To engage with the changing educational environment and provide effective management of change
- To implement the college appraisal scheme
- To provide induction, support, mentoring and coaching and development for all departmental staff
- To monitor and guide the work of departmental staff and ensure their activities meet the operational requirements of the College
- To oversee the resource planning and operational efficiency of the department

EQUALITY & DIVERSITY

- To ensure that Varndean College meets its obligations with respect to equality and diversity both as an employer and as a provider of education, so that all staff
- are able to fulfil their potential through training and development
- have fair access to promotion and good employment practices and all students
- have fair access to provision that meets the needs of the diverse community
- are able to fulfil their potential
- have fair access to entry, progression and achievement
- To ensure that the services the College provides recognise and meet the diverse needs of staff and students from different communities
- To ensure that equality of opportunity, good race relations and harmony between different groups of staff and students is positively managed
- To promote equality by involvement in community and strategic partnerships, which work to eliminate discrimination.

GENERAL RESPONSIBILITIES

- To maintain own continuing professional development
- To comply with college policies and procedures particularly the Health and Safety and Equality & Diversity, Child Protection and Safeguarding Policy and Procedures
- To promote a positive image of the college in the local community
- To contribute to the management of students throughout the college
- To use IT where appropriate and develop IT skills
- To participate in college events as required
- To carry out other duties commensurate with the grade and general nature of the post under the direction of the Principal or other designated manager of the college.

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties of the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a re-evaluation of the grading of the post.

Person Specification

Skills & Abilities	Essential	Desirable
Tact, diplomacy and interpersonal skills to negotiate the College's internal structures and relationships, and to communicate successfully externally the College's key marketing messages within a range of international student recruitment markets.	Yes	
Well-developed administrative and organisational skills, including skills in project planning, management and evaluation, financial and budget management.	Yes	
Clear evidence of the ability to work well in a team and with marketing professionals.	Yes	
A track record in working in a successful international recruitment team.	Yes	
Experience of analysing data in order to produce reports.		Yes
A proven track record of managing successful recruitment from key international markets.		Yes
Achievement of sales, recruitment or other similar targets.	Yes	
The ability to work under pressure in a dynamic environment.	Yes	
Knowledge		
A comprehensive understanding and knowledge of a range of different international markets and their education systems	Yes	
Current knowledge of the UK College/FE sector and the challenges it faces in international marketing and recruitment.	Yes	
An excellent understanding of how marketing can best be applied in an international student recruitment context	Yes	
Knowledge of promoting International Summer School programmes, exchange opportunities and joint programmes overseas	Yes	
Advanced knowledge of current UKVI Tier 4	Yes	
An understanding of safeguarding and importance with the college	Yes	
Knowledge of IELTS and EFL testing		Yes
Experience		
An experienced international recruitment practitioner, with substantial experience in international recruitment in China, Japan and or Korea		Yes
Recent experience of international travel for international student recruitment purposes.		Yes
Direct experience of conducting recruitment activities overseas		Yes
Experience of developing, liaising with and managing a successful group of recruitment agents	Yes	
Experience of developing, liaising with and managing successful overseas partnerships		Yes
Experience of managing international student recruitment staff.		Yes
Experience of developing international marketing and recruitment plans and programmes of activity,	Yes	
Experience in producing marketing collateral, both on and off line and publicity for recruitment purposes.	Yes	
Experience of dealing with admissions systems and handling country specific admissions queries as well as experience of customer relationship management systems	Yes	

Evidence of using initiative and creativity to devise solutions to complex problems.	Yes	
Experience of setting and monitoring financial, recruitment or similar targets. Experience of budget management at an appropriate level.		Yes
Experience of producing marketing material on and off line and publicity for recruitment purposes.	Yes	
Qualifications		
A first degree or equivalent qualification	Yes	
May also hold a higher degree or professional qualifications		Yes
A Project Management qualification such as PRINCE II or equivalent would be advantageous		Yes
Personal Qualities		
An ability to be the external face of the College overseas and to represent the College to a range of audiences	Yes	
Credibility, drive, determination and intellectual curiosity.	Yes	
Creative problem solver with enthusiasm for developing new initiatives and working in a team environment.	Yes	
An ability to work well with a range of different people from Year 8 – 12 school students to International Head Teachers, politicians and academic and professional services colleagues	Yes	
Prepared to travel overseas up to 6 weeks per annum with work in the evenings (hosting overseas visitors) and weekend work (when overseas).	Yes	

General Terms and Conditions of Employment – International Student Manager

1. Contract

The successful candidate will be offered a permanent support staff contract of employment.

2. Working hours/working weeks

This is a full time full-year contract. The hours of work are 37 hours per week, Monday – Friday. However, daily hours may be negotiated.

Salary

This post is paid at Band 7, point 38-41 of the SFCA Support Staff pay spines, currently £30,564-£32,961 per annum pro rata. Salaries are paid monthly by BACS payment on the last working day of the month. The role comes plus an international travel allowance of £5,787 pa. The actual salary is £36,351.

3. Annual leave

Members of staff with less than 2 years' service receive 27 days holiday, plus 8 bank holidays and 2 extra statutory days over the Christmas period (pro rata for part-time staff).

4. Pension Entitlement

All employees automatically become members of the Local Government Pension Scheme unless they decide to opt out. Members of the scheme are required to contribute a percentage of their pensionable pay, according to their salary. Varndean College will make a further contribution of 18% of the pensionable pay.

5. Notice Period

You are entitled to 1 week's notice for employment under 2 years and thereafter 1 week's notice for each year of continuous employment up to 12 years. You are required to give 1 month's notice.

6. Pre-employment Checks

This appointment is subject to satisfactory references, an enhanced DBS, health clearance, evidence of right to work in the UK and presentation of original qualification certificates (where required).

7. Protection of Children and Vulnerable Adults

The College is committed to safeguarding and promoting the welfare of children and vulnerable adults, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the DBS.

The nature of this post requires the College to undertake an enhanced Criminal Records check on the appointed candidate for any convictions which make it undesirable for the candidate to undertake this post. **Under the terms of the check you are not entitled to withhold information about convictions which for other purposes are "spent" under the provisions of the rehabilitation of Offenders Act 1974.**