

# Job description

## Recruitment Manager

### Context

INTO is an education partnering organisation working with leading universities in the United Kingdom, North America and Asia, investing in the development of world-class international student centres. With a clear focus on and commitment to the delivery of the highest quality of the student experience, we specialise in preparing students for undergraduate and postgraduate study in the UK. Our Centres deliver guaranteed progression onto leading undergraduate and postgraduate courses. Each INTO Centre is managed by a joint venture management board in which INTO and the partner university are equal shareholders.

INTO University of Stirling is established in partnership with The University of Stirling and teaches a range of English language and academic programmes that prepare international students for progression to both undergraduate and postgraduate study.

### Reporting line

The post holder will report to the INTO University of Stirling Assistant Director, Recruitment.

### Job purpose

The Recruitment Manager for INTO University of Stirling will work closely with the Assistant Director, Recruitment to develop and implement strategies to recruit international students in line with Centre strategy. The successful candidate will be responsible for working with the Global Recruitment Unit to monitor and drive student recruitment performance according to defined targets. They will also provide the business with insight into performance through thorough analysis.

### Key accountabilities and duties

The following tasks provide a general overview of the types of activity the successful applicant will be expected to engage in on a day to day basis. The tasks are not intended to be an exhaustive list of responsibilities as all employees are required to be flexible, dynamic and have the capacity to think creatively when presented with challenges.

### Corporate responsibility

- Build a co-ordinated marketing and recruitment strategy which meets the needs of the INTO University of Stirling Centre.
- Promote best practice in all aspects of work, championing role-model behaviour.
- Contribute to the Centre's Board Meetings and support the Senior Management Team within the Centre with relevant data.

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## Management

- Possess a strong, creative and proactive approach to management together with excellent leadership, interpersonal, communication and motivational skills.
- Demonstrate an ability to build sound knowledge of all areas of the business and understand business challenges (Commercial, Financial and Economic).
- Utilise a structured approach to managing individual and team performance.
- Display a commitment to the ongoing improvement of personal sales skills with the support of a structured training programme.
- Organise and deliver strategic internal meetings, either face to face or via web conferences.
- Provide input to Board Meetings, Centre Management meetings and key University meetings as appropriate.
- Oversee the work of the Centre Marketing Coordinator.

## Student recruitment

- Devise, develop and manage an INTO University of Stirling recruitment and marketing strategy with key stakeholders within INTO University of Stirling, INTO University Partnerships, the University of Stirling and other partners.
- Meet or exceed annual Enrolment targets as a result of this strategy by working with Regional Recruitment Teams to drive activity that ensures centre enrolment targets are met.
- Provide ongoing training, support and detailed product knowledge to INTO Global Recruitment staff
- Undertake significant overseas travel to support promotional activities.
- Ability to maximise sales development and product development opportunities.
- Provide strategic input into the launch of new products.
- Ability to facilitate communication between Centre Director and Regional Recruitment Directors to drive key recruitment strategies.
- Analyse, recommend and present marketing or advertising opportunities.
- Promote and co-ordinate INTO recruitment activity with the University International Office, Colleges and Departments.
- Manage direct recruitment of students (walk-ins) within the Centre.

## Marketing

- Work with Assistant Director, Recruitment to drive a strategic marketing campaign for the Centre.
- Work closely with the Marketing Directorate, the Marketing Co-ordinator and the Centre Director to ensure flexible tactical initiatives to satisfy the recruitment needs of the Centre at any given time.
- Proactively liaise with INTO Marketing Directorate to ensure the Centre is represented appropriately in print and digital media and oversee the Centre's general marketing materials.
- Manage an allocated marketing budget within agreed guidelines ensuring that expenditure maximises return on investment.

## Customer Service

- Confidence to suggest and make improvements to customer service at all levels within the organisation.
- To work with the Centre Director to ensure the Centre delivers an outstanding student experience as measured by the student surveys.



## Relationships

- Cultivate and maintain solid, loyal relationships with Global Recruitment staff and recruitment agencies.
- Develop and maintain close working relationships with the University of Stirling and other stakeholders, including international officers, academic and marketing staff.
- Work co-operatively and supportively with Centre staff to ensure good channels of communication and exchange of relevant data.
- Work closely with INTO Central Admissions to ensure an efficient and timely approach to the student application and enrolment process.

## Pastoral Responsibilities

- Promote a culture that takes account of the diversity and wellbeing of international students.
- Be committed to promoting and safeguarding the welfare of young adults.

## Salary

Band D - 27,838.00 - 37,665.00 GBP Annual based on experience.

## Location

INTO University of Stirling with extensive national and international travel.

## 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 Serviced check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions**

INTO is an equal opportunities employer.

INTO Giving is the charitable arm of INTO University Partnerships and is committed to increasing access to education and improving the quality of education for disadvantaged young people around the world. INTO employees are encouraged to take an active role in INTO Giving. To find out more please visit [www.into-giving.com](http://www.into-giving.com).

**See next page for Person specification**

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## Person specification

	Essential	Desirable
Legal status	<ul style="list-style-type: none"> <li>Enhanced Disclosure Scotland PVG (Prevention of Vulnerable Group) check will be required prior to confirmation of appointment.</li> <li>Eligibility to work in and travel freely to and from the UK, i.e. a valid UK or EC passport.</li> </ul>	
Academic qualifications	<ul style="list-style-type: none"> <li>Undergraduate degree or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>Professional qualifications relevant to the job.</li> </ul>
Experience & achievements	<ul style="list-style-type: none"> <li>In-depth knowledge and experience of international student recruitment strategies and networks.</li> <li>Experience in managing B2B relationships</li> <li>Responsibility for the development of plans and programmes in a customer service environment.</li> <li>A proven record of success in a marketing and/or sales environment with experience of exceeding sales targets on a regular basis.</li> <li>Experience of creating marketing materials aimed at an international audience.</li> <li>Experience with using social media platforms as a sales tool.</li> <li>Experience in undertaking work related travel within the UK or overseas.</li> </ul>	<ul style="list-style-type: none"> <li>Recent experience of working with international students from diverse countries in a student services or other specialist advisory capacity.</li> <li>Experience of working with international students on pre-university courses.</li> <li>Relevant experience of working in the UK HE/FE sector.</li> <li>Experience with using WeChat</li> </ul>
Skills	<ul style="list-style-type: none"> <li>An awareness of issues in marketing educational services in an international context.</li> <li>Exceptional time management skills.</li> <li>Excellent command of written and spoken English.</li> <li>Facilitative management style: able to work with and motivate a team in a fast-paced dynamic environment.</li> <li>Ability to build and manage relationships with peers and senior managers.</li> <li>Excellent interpersonal, oral and written communication skills employed at the highest level with the ability to negotiate and communicate effectively with staff at all levels within in an organisation.</li> <li>Demonstrated ability to prioritise, meet deadlines and work under pressure with defined resources.</li> <li>Ability to put in place procedures that are effective and efficient.</li> <li>Initiative and problem-solving capability.</li> <li>Capable of working independently with minimal supervision and as part of a team.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to speak another language, preferably Mandarin.</li> <li>Ability to use photo and video editing software</li> <li></li> </ul>

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	<b>Essential</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>• Driven, results-orientated and focused nature</li> <li>• Excellent IT skills including competence in the interpretation of management information and Advanced Word &amp; Excel skills</li> <li>• Enthusiastic and performance-driven approach with the ability to motivate a team.</li> </ul>	
Knowledge & understanding	<ul style="list-style-type: none"> <li>• Understanding of the UK higher or further education sector.</li> <li>• Knowledge of the needs and expectations of international students.</li> <li>• Understanding of the skills and knowledge required by students to make a successful transition into higher education programmes at undergraduate and postgraduate levels.</li> <li>• Cultural sensitivity and ability to build relationships within an international environment.</li> <li>• Committed and responsible attitude to promoting and safeguarding the welfare of young adults.</li> </ul>	<ul style="list-style-type: none"> <li>• Personal familiarity with the challenges of language learning and/or of living in a foreign country</li> </ul>