



Job description

Recruitment Support Manager – Central Asia

July 2021

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched partnerships with 22 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

Based in Moscow, Russia, the Recruitment Support Manager – Central Asia will be working within the Eastern Europe and Central Asia regional team developing and implementing recruitment strategies and activities in the Central Asia region, focusing on the development and maintenance of various recruitment channels across several markets.

The role will be based at the regional office in Moscow, Russia.

Reporting line

The role reports to the Lead Recruitment Manager – Central Asia

Job purpose

Assist Lead Recruitment Manager – Central Asia in developing and implementing recruitment activities, support recruitment channels, including network of our partner education agents, and other feeder institutions. Work towards and achieve enrolment targets. Work closely and collaboratively with the wider INTO team including Admissions, Marketing, the wider Global Recruitment Unit and our university partners and centres. Help introduce new products to the market.

Key accountabilities and duties

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Role and Responsibilities

- Assist Lead Recruitment Manager – Central Asia in delivering on marketing and recruitment plans for the designated markets and channels within the region
- Achieve annual targets set during Enrolment and Cost Target (ECT) process within set financial budgets
- Undertake domestic and overseas travel when necessary to attend events and meet partners (agents and institutions)
- Help maintain INTO regional office social media channels.

Sales and Customer Service

- In conjunction with the Lead Recruitment Manager – Central Asia, help develop an annual business plan to deliver on stated objectives
- Assist Lead Recruitment Manager – Central Asia with overall logistics, management and implementation of the regional marketing strategy for the achievement of targets.
- Promote and provide direct INTO programme counselling at fairs, workshops and other recruitment events and activities within the designated markets.
- Coordinate in-market visits from centres and other INTO stakeholders to maximise return on investment through increased quality applications and conversion thereof.
- Support Lead Recruitment Manager – Central Asia in managing and growing business relationships with agencies and other suppliers of students within recruitment territory.
- Ensure agents always receive appropriate training and customer service.
- Liaise with Central Admissions, Enrolment Services and Student Support Services to encourage an efficient, customer centric approach to the student application process.
- Liaise with centre-based staff to ensure free flow of information between regional office and centres.
- Ensure that Salesforce/CRM system is kept up to date with accurate agent details, reports from events, campaigns, student enquiries and in-country visits.
- Exhibit excellent presentation and business writing skills in both English and Russian.
- Present a professional and positive image of INTO at all times.
- Timely and accurate submission of financial and information reports.

The 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 impact upon your job duties or methods of working.

Location

The post is based in Moscow, Russia. Travel to the Central Asia region, as well as visits to INTO partner institutions abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

The Central Asia region comprises Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Mongolia, Tajikistan, Turkmenistan and Uzbekistan.

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 may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, 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.

Please see the next page for person specification...

Person specification

	Essential	Desirable
Legal Status	<ul style="list-style-type: none"> Eligible to work in the Russian Federation 	
Education/Qualifications	<ul style="list-style-type: none"> Higher Education degree 	
Experience/skills	<ul style="list-style-type: none"> Close familiarity with the UK and US education systems Experience of working with education agents and/or international students in the context of further and higher education Excellent time management skills Excellent command of spoken and written English and Russian Ability to work with a team in a dynamic environment Initiative and problem-solving abilities Demonstrated ability to meet deadlines and achieve targets High level of competence in Microsoft Office applications including Word, Excel and PowerPoint Cultural awareness and sensitivity. Strong customer focus Commercial mind-set and awareness. 	<ul style="list-style-type: none"> Experience of working within digital marketing and web promotional activities Understanding of the offerings and functions of INTO University Partnerships Knowledge of UK and US immigration and compliance Experience of working with Salesforce or other CRM systems Experience living, studying or working abroad.