1. JOB TITLE: International Officer (Maternity cover)

2. HRMS REFERENCE NUMBER: HRMS/12040

3. ROLE CODE: INOIO

4. DEPARTMENT: International Office

The International Office is a central administrative department that services the whole University in support of the recruitment and admission of international students to all programmes of study. The Office provides the administration of all aspects of international student recruitment, from marketing, initial contact and prospectus request, through to recruitment, admission and enrolment of students and on-going support after enrolment.

5. ORGANISATION CHART:

6. JOB PURPOSE:

The role holder will represent the University at local, national and international higher education events, recruitment fairs and conferences to enhance the reputation and the brand image of the University. The role holder will generate high quality leads
contributing to the University’s international student recruitment targets in overseas markets. The role holder will initiate collaborative partnerships and build successful relationships with potential partner institutions as well as manage marketing and recruitment activities with these institutions, agents and sponsors. These activities will contribute to the development of the University’s International Marketing, Communications and Recruitment strategy.

7. BACKGROUND INFORMATION:

The International Office (IO) was fully established as a separate department in September 2009. A new organisational structure was introduced with designated roles and responsibilities of the IO staff. A strong and cohesive unit has developed, with good team morale.

The University’s drive to increase the number of international undergraduate and postgraduate students both applying and studying on both campuses, as well as developing new partnerships and sources of student recruitment, has necessitated the appointment of the International Officers, whose jobs are focused to support international recruitment and marketing activities, which has now become integral to the institution’s long-term strategy.

8. WORK PERFORMED AND/OR KEY RESULT AREAS:

8.1 Communicating Effectively (Communication)

The role holder will deal with a range of stakeholders including potential students at overseas fairs, parents, sponsors, agents, senior management of partnership institutions in the UK and overseas, government bodies, professional associations, scholarship agencies, and embassies in the UK and overseas.

The role holder will communicate information about the University, its courses, provision, facilities and processes to large audiences including groups of students, parents, counsellors and other interested parties during exhibitions, and private promotional visits; e.g. to schools, colleges, universities, education agencies and companies overseas.

The role holder will communicate information in writing and verbally by phone, email, letter, website, oral presentations and meetings about the University courses, facilities, fees and processes as well as immigration requirements and the issues related to study in the UK.

It is important that the role holder would communicate this information clearly and frequently to internal and external stakeholders, ranging from the University faculty members, to senior management to student and parents, to government bodies and professional associations, to agents representing the University, to partner institutions and representatives of ministries, scholarship agencies, embassies. This will help to formulate, enhance and communicate the University’s international strategy, brand, reputation and portfolio to internal and external stakeholders, develop and achieve sustainable partnerships and recruitment strategies.

International Officer (maternity cover) September 2012
The role holder will ensure that any complex information delivered is clear and will support, offer advice and contribute to the production of the promotional (publicity/web) materials, within the University’s corporate guidelines customised for the use by international students, ensuring an attractive and competitive presence of the University to the external environment.

8.2 Leadership and Working Collaboratively (Teamwork and Motivation)

The role holder will be expected to work as part of the International Office team under the direction of the Dean of International Office. S/he will also be expected to work with and build relationships between different teams in other academic and support departments and services linked with the University’s international activities and with the members of the International Committee. This will help to achieve common purpose of successfully developing, supporting and implementing University’s international strategy, which is the part of the University corporate strategy.

The role holder does not have line management responsibility but will work closely with other members of the International Office and academic colleagues across the university to achieve successful recruitment targets.

The role holder is supportive and encouraging to the members of the team and helps build co-operation by setting examples and showing a flexible approach to delivering team results.

The role holder helps the team focus their efforts on the tasks in hand and will motivate individual team members.

8.3 Liaison and Networking

The role holder will liaise with applicants, partner institutions, agents and other outside bodies to promote the University to a variety of potential stakeholders when necessary.

The role holder will liaise with British Council, UKBA and UKNARIC regarding marketing, recruitment, immigration and admissions matters when necessary.

The role holder will liaise closely with the academic and support departments on a regular basis including finance, accommodation, Student Support and Guidance (SSG), in relation to international students’ accommodation, finance and welfare issues.

The role holder is the member of the BC, BUILA and UKCISA external networks where information about international marketing, recruitment, admissions and immigration strategies are shared.

The role holder is also a member of the international Committee of the University to contribute towards the common purpose of the developments of the University’s international strategy.

International Officer (maternity cover) September 2012
8.4 Delivering a High Quality Standard of Service (Service Delivery)

The role holder will help to successfully support development of the institution’s international marketing and recruitment strategies and business plan to actively maintain and secure the University’s position in existing and new markets, using innovative approaches whenever necessary.

To participate in exhibitions, promotional events and marketing and recruitment visits overseas, in the designated markets and cover other countries to actively promote and recruit students and raise the awareness and the profile of the University and to produce market reports following the visits.

To assist with the processing of student applications and undertake other admissions tasks at the office and overseas as and when required.

The role holder will provide support to international students within the International Office remit, including basic immigration support regarding visa applications for new and existing students.

To attract inward admissions and help to organise events to host international visitors, to the University of Chester and follow up this visits for the development of the new partnerships.

To implement, maintain and monitor the institution’s international image, working closely with faculties and support services to ensure that awareness and communication of all the activities is consistent with the University’s corporate strategy.

To provide an effective service for internal and external contacts creating a positive image of the institution through being prompt in responding to enquiries.

To ensuring that the University is well presented to the external environment. This will include publicity materials, websites, any advertising, publicity locally, regionally and internationally.

To prepare and manage marketing and recruitment plans and the allocated budget for the designated markets.

Manage the process for selecting, appointing and monitoring the work and activities of educational agents, representing the University of Chester overseas. Provide guidance, service and training for them whenever necessary.

The role holder will be required to attend regular conferences, seminars and workshops at British Council Offices, UKCISA, UKNARIC and UK Border Agency to keep up to date with international issues, new visa regulations and immigration policies set by the Government.
8.5 Effective Decision Making

To take independent decisions on student applications, offering University places to students and recruiting education agents during overseas visits.

To be party to some collaborative decisions; work with others in the International Office and colleagues in various faculties to reach an optimal conclusion on marketing and recruitment strategies, collaborative partnership agreements (e.g. Memorandum Of Understanding).

To provide advice or input to contribute to the decision making of others. This could be advising faculties and support services on trends and developments, demand for new courses in the international markets, in particular in advising international marketing and recruitment decision making groups e.g. International Committees and Faculty Management groups on new international marketing developments on the designated markets.

8.6 Planning and Organising Self and Others

To prepare marketing and recruitment plans for overseas visits and will be allocated a marketing and recruitment budget to carry out activities overseas on behalf of the University in the designated markets.

To be responsible for and accountable for the monitoring and reporting of any expenditure using the standard University financial reporting procedure.

To plan, prioritise and organise their own work and resources, working with the Dean of the International Office, Operations Manager, Deputy Director and administrative members of the International Office on a daily, weekly or monthly basis; plan and manage overseas visits, ensure the effective use of the resources meeting targets and monitor progress.

8.7 Innovation and Improvement (Initiative and Problem Solving)

To prevent problems arising, the role holder will draw on their knowledge and experience to:

- develop effective marketing strategies and plans for specific countries and regions
- negotiate best value publicity and advertising packages
- organise and subsequently evaluate the effectiveness of in-country visits, seminars and other activities to promote international student recruitment
- The role holder will respond to changes in the sector by finding solutions and identify opportunities in the market for the University, this could be partnerships, recruitment, new modes of delivery or new portfolio of courses.
8.8 Analysis and Research

In addition the role holder is required to undertake questionnaire development, administration and statistical analysis of the annual International Office Student Satisfaction Survey.

Undertake regular market research and data analysis for effective student recruitment.

Such comprehensive analysis will help the University to identify and focus on likely winning niche products, improve its services and build on its strengths.

8.9 Sensory and Physical Demands

The role holder is not required to use any tools or equipment except a computer. To complete basic tasks will require minimum of instruction or physical effort.

Hazards are as expected for work within an office environment. However, there can be frequent lifting of heavy suitcases and boxes when traveling overseas and organising exhibition stands.

8.10 Pastoral Care and Welfare

The role holder will offer help, advice and guidance to international students applying to the University or to overseas agents who recruit for the University on a daily basis.

The role holder is required to show sensitivity to students and colleagues with whom they will come into contact with.

The role holder must be aware of the support services available within the University; giving supportive advice and guidance to staff/students where appropriate.

8.11 Work Environment

The role holder works at an individual workstation in a busy office with diverse tasks and functions.

The role holder will travel extensively overseas to participate in exhibitions and privately organised agent or partner institution visits.

The role holder attends regular conferences, seminars and workshops in the UK and overseas.
8.12 Team Development

The role holder will directly report to the Deputy Director of the International Office and Operations Manager and will work closely with the colleagues in the International Office to achieve common goals.

The role holder will attend and participate in work-related training and staff development activities and will share ideas, knowledge and best practice to team members following attendance at conferences, seminars and workshops.

The role holder will assist in inducting new members of the International Office team.

8.13 Teaching and Learning Support

The role holder will give presentations to large numbers of potential international students or other groups during overseas visits about the University, and about other aspects of the UK education system.

The role holder will give presentations to University staff on international matters, international visitors to the University as well as during university induction programme for new international students if and when required.

To conduct cascade training and will share ideas, knowledge and experience to colleagues after attending training conferences, seminars and update any relevant information.

8.14

See person specification.

8.15 General

The role holder will undertake any other duties commensurate with your grade, and/or hours of work, as may reasonably be required of you.

To take responsibility for upholding and complying with the University’s Equality and Diversity policies and for behaving in ways that are consistent with fair and equal treatment for all.

The role holder will comply with all University Health and Safety policies.

The role holder will be prepared to work flexible hours, including evenings and weekends, particularly during overseas visits as required.
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<tr>
<th>Criteria</th>
<th>Essential / Desirable</th>
<th>Method of identification</th>
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<tbody>
<tr>
<td><strong>Qualifications:</strong></td>
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<tr>
<td>A first degree or equivalent</td>
<td>Essential</td>
<td>Application Form</td>
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<tr>
<td>Higher degree in marketing/business or equivalent</td>
<td>Desirable</td>
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<td><strong>Proven Experience:</strong></td>
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<td>Previous experience in a similar or related field within Higher Education</td>
<td>Essential</td>
<td>Application Form/ Interview</td>
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<tr>
<td>Experience of preparing and managing marketing and recruitment plans and overseas visits</td>
<td>Desirable</td>
<td>Application Form/ Interview</td>
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<tr>
<td>An understanding of current international issues in higher education as it impacts on marketing, recruitment, admissions, teaching, learning and the student experience</td>
<td>Essential</td>
<td>Application Form/ Interview</td>
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<tr>
<td>Understanding of financial issues and incentives when marketing and recruiting students internationally</td>
<td>Desirable</td>
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<td>The ability to plan and manage a budget and resources</td>
<td>Desirable</td>
<td>Interview</td>
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<td>Good level of analytical skills</td>
<td>Essential</td>
<td>Application Form</td>
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<tr>
<td>IT literacy and the ability to use databases and other software applications used in international admissions recruitment and marketing processes</td>
<td>Desirable</td>
<td>Application Form/ Interview</td>
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<tr>
<td>Experience of working overseas</td>
<td>Desirable</td>
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<tr>
<td><strong>Delivering academic and service excellence:</strong></td>
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<td>Working knowledge of theory and practice, sharing this knowledge with others as appropriate</td>
<td>Essential</td>
<td>Application Form/Interview</td>
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<tr>
<td>Planning, management and good organisational ability</td>
<td>Essential</td>
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<td>Ability to achieve objectives and meet tight deadlines</td>
<td>Essential</td>
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<tr>
<td>Flexibility of approach to problem-solving, attention to detail, and considerable tact, diplomacy and integrity</td>
<td>Essential</td>
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<td><strong>Managing self and inspiring others:</strong></td>
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<td><strong>The ability to evaluate and support major strategic initiatives</strong></td>
<td>Essential</td>
<td>Application Form/ Interview</td>
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<td><strong>Ability to work on own initiative independently, as well as with the team where appropriate</strong></td>
<td>Essential</td>
<td>Interview</td>
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<tr>
<td><strong>Ability to manage resources, motivate, engage and effectively liaise with the team enabling the delivery of a high quality service</strong></td>
<td>Essential</td>
<td>Interview</td>
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<th><strong>Working together:</strong></th>
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<td><strong>Good interpersonal and communication skills need to facilitate and build a wide range of relationships with staff, students, parents, agents and others involved in the student recruitment and partnership building processes</strong></td>
<td>Essential</td>
<td>Application Form/ Interview</td>
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<td><strong>Experience of working in a team in a similar or related field within higher education</strong></td>
<td>Essential</td>
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<td><strong>The ability to negotiate effectively with a wide range of stakeholders</strong></td>
<td>Essential</td>
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<tr>
<td><strong>Understanding of political and cultural issues and knowledge and a commitment to equality and diversity</strong></td>
<td>Essential</td>
<td>Application Form/ Interview</td>
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**Essential Requirements** are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

**Desirable Requirements** are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

**Method of identification** is where the selection panel will match the candidate’s skills and abilities to the required criteria outlined (i.e. application form, interview, test)
UNIVERSITY OF CHESTER
TERMS & CONDITIONS OF EMPLOYMENT

INTERNATIONAL OFFICER - INTERNATIONAL OFFICE

FIXED TERM CONTRACT UNTIL AUGUST 2013
(MATERNITY COVER)

SALARY SCALE
University Scale OS8, points 27 - 30, £27,578 - £30,122 per annum payable monthly in arrears.

RESIDENCE REQUIREMENT
It is a requirement of this post that within 12 months of appointment, the post-holder should live within a 30 mile radius or within a one hour travelling time by public transport from the University.

HOURS OF WORK
Monday to Thursday 9.00am - 5.30pm
Friday 9.00am - 4.30pm

A flexible approach to work will be required as there may be occasions when it would be necessary for you to work additional hours as dictated by the workload.

HOLIDAY ENTITLEMENT
22 days per annum (pro-rata during the commencement and cessation years), rising to 27 days after five years' continuous service. Two extra statutory days per annum during the Christmas period.

MEDICAL EXAMINATION
Successful candidates will be required to complete an Occupational Health questionnaire, and may be required to undergo a medical examination.

ESSENTIAL CERTIFICATES
Short-listed candidates will be asked to bring to interview, proof of qualifications as outlined on the Job Description and Person Specification provided. Upon appointment, copies of essential certificates will be required by HRM Services.

PENSION SCHEME
The University is an admitted body to the Cheshire local government pension scheme. All support staff are eligible for membership of the scheme, and upon appointment, will be asked to indicate whether or not they wish to join the scheme.

EQUAL OPPORTUNITIES
The University has a policy of equal opportunity aimed at treating all applicants for employment fairly.

SMOKING POLICY
The University operates a No-Smoking policy.
PROBATIONARY PERIOD
A nine months’ probationary period applies to all University posts.

CLOSING DATE
Completed application forms should be returned to HRM Services, University of Chester, Parkgate Road, Chester, CH1 4BJ, no later than Friday 5th October 2012 quoting reference number HRMS/12040.