**International Recruitment & Strategy Manager Job Description**

**Who We Are**

Studyrange Consult is an education consultancy establishment, which provides quality counselling, and application services for international students wishing to study at high schools, colleges and universities in the United Kingdom. Studyrange has wealth of experience in assisting students to meet their study abroad dreams. We have counsellors who are professional and they reasonable expertise in all aspects of the UK education system and they have maintained a strong relationship and reputation amongst UK partnered institutions.

**Role**

The purpose of the International Students Recruitment & Strategy Manager role is to develop and implement marketing and recruitment strategies in target states/regions in order to support partnered universities wide students’ recruitment objectives. This is accomplished through analysis of market intelligence, a rigorous planning process, making optimal use of available channels for engagement, and close collaboration with a range of stakeholders, both inside and outside the organisation. The International Students Recruitment & Strategy Manager will be the principal resource of student recruitment expertise within the organisation for their market portfolio. In addition, in this role you will be leading the strategic planning, planning and project management and cooperating closely with internal and external stakeholders to help deliver our key strategic business goals.

**Our Vision:**

Is to help students to attain their career goals through guided admission supports to appropriate universities.

**Our Purpose:**

Promoting sustainable career growth through education.

**Our Seven Core Values**

Always building trust

Always committed

Always communicating

Always respecting confidentiality

Always maintaining diligence

Always promoting integrity

Always embracing professionalism

**Responsibilities**

* Manage the delivery of recruitment activity in a portfolio of states/regions in order to meet institutional recruitment targets. The portfolio may range in nature from established and mature to emerging and new markets. This includes authoring annual market plans and ongoing evaluation of their effectiveness (including undertaking mid-cycle progress reviews). The ISRSM will be responsible for a significant non-pay expenditure in connection with this activity.
* Provide high quality market analysis based upon quantitative and qualitative market intelligence for the states/regions for which the post-holder is responsible. This may be in relation to a range of priorities; from support of the overall institutional strategy to helping to deliver against a specific operational objective.
* Build mutually beneficial relationships with schools, universities and other education providers that have been identified as sources for student recruitment. Engagement may be through a variety of channels including: the provision of information and guidance, coordination of curriculum enrichment activities (guest lectures, interactive workshops etc.)
* Develop and sustain collaborative relationships with key external stakeholders e.g. sponsors, foreign embassies, University alumni, British Council, government departments and NGOs.
* Represent the organisation throughout the year at education exhibitions organised by universities and other professional bodies and other events. The post-holder will also take the initiative in independently organising high quality events, ranging from schools visits and counselling sessions to presentations and conversion activities. There will be regular liaison with International Officers of various universities (particularly Marketing & Communications and Development & Alumni Relations).
* Select, train and manage a network of effective recruitment officers (business development officers). This will include setting intake targets at the start of each admissions cycle and reviewing performance.
* Suggesting improvements to existing business strategies to drive growth.
* Driving and overseeing the progress of multiple key strategic projects to increase students’ recruitment.
* Supporting the preparation of strategic business cases and presentation materials to enhance students’ recruitment.
* Managing and contributing to strategic projects utilising problem solving frameworks.
* Developing and implementing a strategic plan to achieve recruitment targets - Building brand values and establishing the agency as a reputable and trusted source for education recruitment.
* Stakeholder management through building and nurturing strong advisory relationships with key external and internal senior stakeholders including influencing executives.
* Defining problems and strategic solutions - scoping, analysing, preparing and presenting strategy checks
* Conducting strategic research
* Developing an in-depth understanding of our business and external market forces

**Qualifications**

Criteria Essential:

* A first degree or equivalent (HND) in a related subject

Criteria Desirable:

* Postgraduate degree or professional qualification in a relevant management or marketing related discipline (e.g. CIM)

**Knowledge and Experience:**

* Experience in the education, policy or business sectors
* 2+ years’ tenure in a recognised strategy consulting business and (or)
* 3+ years’ experience of student recruitment and admissions
* Demonstrated experience and knowledge of strategic problem solving and frameworks, and project management skills
* Ability to liaise with stakeholders and influence people of a diverse range of backgrounds
* Experience of managing and developing a network of recruitment agents
* Effective knowledge of policy constraints and legal requirements (e.g. immigration policy and UKVI requirements for Tier 4)
* Effective knowledge of international qualifications frameworks

**Skills:**

* Well-developed interpersonal skills and the ability to advise and influence others
* Excellent written and oral communication skills, particularly report writing, presenting in public, and the ability to convey complex issues concisely and clearly
* Excellent organisational skills, including the ability to organise and run high quality events Strong analytical skills
* Confidence in using a range of software applications
* Ability to work under pressure, delivering to tight deadlines and balancing conflicting priorities
* High level of IT literacy, including desktop applications – MS software, databases – and an understanding of digital communications
* Proficiency in one or more foreign languages

**Attributes:**

* Cross Cultural Competence
* Willingness to travel extensively and ability to cope with what this entails
* Highly developed capacity to work as a team member across broad networks
* Capacity to work flexibly under conditions of resource restraint and to manage the uncertainty associated with a dynamic environment
* Think strategically and creatively but be effective operationally, with attention to detail