



## JOB DESCRIPTION

<b>Job Title:</b>	Head/Director of Student Recruitment
<b>School/Department:</b>	Student Recruitment
<b>Job Family and Level:</b>	Level 6
<b>Reporting To:</b>	Director, Student Recruitment and Marketing
<b>Job Summary:</b>	To provide strategic leadership for domestic and international student recruitment including policy, teaching partnerships and global reputation. You will be responsible for delivering against university student recruitment targets through direct recruitment as well as developing innovative student recruitment programmes and pathways with partners globally. You will be responsible for working with others to ensure the University is highly attractive to students and will collaborate with colleagues across the university, advisory bodies, governments, industry and delivery partners.

### Specific role:

No.	Description
1	Develop and implement annual recruitment plans to attract, cultivate, and yield prospective students.
2	Gather and analyse quantitative and qualitative data to guide decision making at the team, departmental and university levels.
3	Review the effectiveness of student recruitment channels and costs to optimise student recruitment costs.
4	Contribute to the development of marketing messages and collaterals for domestic and international markets in consultation with the Corporate Marketing team.
5	To work collaboratively with the international student recruitment teams of the UK and China campuses for dual or tri-campus recruitment opportunities.
6	Provide support and comprehensive training to appointed representatives and partners, and ensure that they have full, up-to-date knowledge of programmes and key developments in the university.
7	Develop and maintain relationships with student advisory agencies/agents, schools, education providers, government agencies, and relevant partners.
8	Undertake market research and produce country and market analyses and strategy, contributing to the ongoing development and implementation of student recruitment activity.
9	Provide support, information and develop good relations with a wide range of internal colleagues in Admissions, Visa, Student Registry, Accommodation, Career Advisory Service, Student Association and Faculties. Provide current, accurate and relevant information and suggestions for university admissions staff to support student applications and conversion to enrolment.
10	Develop, manage and be responsible for a detailed budget for all activities (recruitment, events, travel, program development, etc.).
11	Recommend initiatives and changes to improve quality and services for all activities linked to student recruitment including programme development, student experience, etc.
12	Coach and motivate staff and provide ongoing mentorship and professional development.
13	Performs other duties as assigned by the Line Manager.

**Job Requirements:**

<b>No.</b>	<b>Description</b>
1	Candidates must possess a Bachelor's degree or equivalent. A Master's degree will be advantageous.
2	At least ten years' experience in student recruitment (or related to student recruitment) within higher education, including five years of managerial/supervisory experience.
3	At least five years' experience in student recruitment (or related to student recruitment) in Asia and/or the Middle East with a strong understanding of market forces and preferences and an established network of partners.
4	Possess effective communication skills and a strong written and spoken command in English. Proficiency in other languages would provide a significant advantage.
5	Excellent negotiating and presentation skills with the ability to communicate with a wide range of people internally and externally at different levels including a strong customer service mindset.
6	Experience in producing analytical reports with commentary and strategic recommendations to contribute to regional and country strategies for student recruitment and marketing.
7	Proven ability to lead and manage a team. Experience managing offshore teams will be an advantage.
8	Highly motivated, independent, results oriented and a team player.
9	Willing to occasionally travel locally and abroad, including by plane.
10	Willing to occasionally work beyond normal working days and hours as required in the role.