



**RICHMOND**  
THE AMERICAN INTERNATIONAL  
**UNIVERSITY**  
IN LONDON

## **JOB DESCRIPTION**

**TITLE: HEAD OF INTERNATIONAL RECRUITMENT**

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### **REPORTING TO:**

The Head of International Recruitment reports to the Director of Marketing and Recruitment.

### **SUMMARY:**

The Head of International Recruitment will play a key role in supporting the Director of Marketing and Recruitment in developing the international student recruitment strategy to ensure sustainable growth and quality, and will be responsible for the operational implementation of the international marketing and student recruitment plans. The role involves establishing and managing relationships with international recruitment agents, as well as working closely with colleagues to enhance international student recruitment opportunities.

### **MAIN AREAS OF RESPONSIBILITY:**

Amongst other duties, the Head of International Recruitment is required to:

- work closely with the Director of Marketing and Recruitment to develop and implement the international recruitment strategy to ensure sustainable growth and quality;
- play a key role in increasing international and EU student numbers in line with strategic and operational objectives;
- establish and manage relationships with international recruitment agents and partnerships;
- counsel prospective students, parents, sponsors and guardians to explain Richmond's academic programmes and admissions procedures;
- plan, develop and deliver the operational marketing plan for international student recruitment in line with strategic and operational objectives;
- plan and organise a programme of international student recruitment events and activities;
- work closely with the Registrar and Academic departments on all aspects relating to international student recruitment;
- work with the Director of Alumni Relations and other Heads of Recruitment to develop alumni activities to support international student recruitment;
- lead and manage the international recruitment team;
- oversee student file and initial admissions procedures for international students, ensuring accurate and complete files;
- analyse and prepare regular marketing and student recruitment reports for distribution;
- effectively manage the international recruitment budget and resources;
- participate actively in the University registration and orientation periods;
- maintain a working knowledge of the UKBA and related legal requirements for student recruitment;

- actively contribute to the international recruitment sections of the University's website and publications;
- adhere to and promote the University's health and safety policies and procedures;
- undertake other activities as assigned by the Director of Marketing and Recruitment.

**LOCATION:**

The Head of International Recruitment is located at the University's Richmond Campus but, at the discretion of the Director of Marketing and Recruitment, the Head will be required to work at the University's Kensington Campus or other location(s) for such periods as the Director of Marketing and Recruitment determines or as the principal place of work.

**SPECIAL NOTE:**

This position requires occasional travel in the UK and worldwide. A CRB check at the enhanced level is required for this position.

**GENERAL:**

The above responsibilities are subject to change at the discretion of the Director of Marketing and Recruitment and shall include other responsibilities as the Director of Marketing and Recruitment may from time to time assign. The Director of Marketing and Recruitment may also, at his/her discretion, reassign some of the above responsibilities. The Director of Marketing and Recruitment will work with the Head of International Recruitment to co-ordinate work and resolve problems and will evaluate the performance of the Head of International Recruitment.

**PERSON SPECIFICATION:**

The Head of International Recruitment will be required to show evidence of the following experience, skills, capabilities and aptitudes:

- demonstrable experience of successful international student recruitment in higher education;
- a developed network of international student recruitment agents and contacts;
- strong communication and relationship-building skills including managing international external relationships;
- proven track record of developing and implementing successful student recruitment campaigns;
- working knowledge of the UKBA and related legal requirements for international student recruitment;
- experience of recruiting, leading and managing staff, with the ability to develop and motivate a team to perform effectively;
- sound financial and commercial awareness and the ability to effectively manage the budget and resources relating to international recruitment;
- a working knowledge of either the American or UK accreditation systems, e.g. the Middle States Commission on Higher Education in the US and the QAA in the UK;
- a degree or equivalent working experience;
- fluency in one or more foreign languages would be an advantage;
- a Master's, MBA or related professional qualification is desirable.

**DATE REVIEWED:**

December 2011.