



Job Description

Post/Job Title:	International Recruitment Coordinator
Ref:	333
Location:	Studland House, Lansdowne Campus
Faculty/Professional Service:	Marketing & Communications
Group/Section:	International Marketing & Student Recruitment Team
Normal Hours per week:	Full time
Grade:	3
Accountable to:	International Student Recruitment Manager
Special Conditions:	Flexible approach and additional hours may be required.

Job Purpose

Working as part of the International Marketing & Student Recruitment Team (IMSRT), this role will support the delivery of the University's international student recruitment strategy and contribute to the achievement of the University's ambitious targets. This role may support multiple regions and projects across different teams subject to business needs and changes to provide administrative and marketing support, specifically overseeing the agent network and providing logistical support for overseas events. This post is a key contact for agents, maintaining the contractual relationship, the agent commission process and providing specific information to the agent network.

Main Responsibilities

1. To work closely with colleagues in the International Marketing and Student Recruitment Team and with academic staff from across BU in support of recruitment and marketing activities both in the UK and overseas, which focus on the recruitment of non-UK students to BU.
2. Activities include managing all logistical arrangements in support of recruitment objectives, including travel arrangements for staff, visa processing (as appropriate), event and freighting requirements as well as support for online and offline marketing initiatives.
3. To contribute to a range of relationship marketing activities in order to maximise the effectiveness of recruitment activities both pre and post event and to underpin the applications process for non-UK students.
4. Managing the administration processes in support of BU's network of international representatives (agents) ensuring compliance with Home Office requirements, including contracts and commission invoice processes.
5. To assist with raising Purchase Orders, ordering goods and services, liaising with suppliers and colleagues with regard to financial processes for such purchases.
6. Undertaking market research projects, as directed, and on an annual rolling

basis, assist with an application and post enrolment analysis for non-UK students (with particular emphasis on agents).

7. Provide admissions data report as required for the International Recruitment Team for ongoing marketing and conversion activities.

8. Assisting with the preparation and organisation of visits by incoming delegations (sometimes at government level).

9. Assisting with other administrative (including budgetary), recruitment and marketing activities in support of the University's International Recruitment Strategy and wider Marketing Strategy.

10. Carrying out any other associated duties as required by the International Student Recruitment Manager or Head of International Marketing & Student Recruitment.

Organisation Chart

M&C is responsible for the University's strategic marketing, student recruitment, information and research, corporate and internal communications.

The International Recruitment Coordinator reports to the International Student Recruitment Manager.

Contacts

Internal: International students, all levels of staff across Academic faculties and Professional Services. The International Marketing & Student Recruitment Team and colleagues within Marketing & Communications, particularly the Future Student Enquiry Team.

External: Prospective international students, current international students, alumni, staff from other Higher and Further Education Institutions and Language Schools, Embassies, British Council, government agencies (UK and overseas), NGOs, International Representatives and some companies / SMEs.

Challenges

- Managing a varied workload and working to deadlines
- Attention to detail and accuracy
- Supporting and communicating with the Regional Managers and other BU staff whilst they are overseas
- Remaining calm under pressure and providing high level customer service to enquirers (both students and agents) and BU staff members.

Information Governance Responsibilities

Data User

i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an offence to apply for and perform the role, if a person is bared from engaging in regulated activity. Further information is available in BU's Safeguarding Policy and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of the University's Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmental responsible manner.

March 2025

Post / Job Title: International Recruitment Coordinator (Part-Time)	Post No: 333
School / Service: Marketing & Communications	Date: March 2025
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
A good standard of education to A level or equivalent, or possessing or studying for a relevant professional qualification in marketing	E
Strong relevant experience working in a marketing role or environment	E
Knowledge, understanding and experience of relationship marketing and using metrics in the marketing context	E
Experience of undertaking market research	D
Experience of working with different international cultures	D
Experience of issues relating to international student marketing and recruitment	D
Higher Education environment experience	D
Evidence of working in a customer service environment and strong commitment to excellence in customer service	E
Skills	
Strong written communication skills, e.g. drafting letters/reports/minutes	E
Strong verbal communication skills	E
Strong IT skills (especially for data analysis and presentations)	E
Numeracy skills	E
Excellent time management skills, ability to prioritise and ability to meet deadlines	E
Effective team working skills	E
Attributes	E
Professional and flexible outlook	E
Accuracy and attention to detail	E
Excellent interpersonal skills	E
Ability to prioritise demanding and varied workload in an organised way	E
Appreciation and understanding of situations requiring tact and diplomacy	E
Ability to work on own initiative / be proactive	E
Commitment to delivery Service Excellence	E