



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

International Student Recruitment Marketing Manager, Leeds University Business School, Faculty of Business



Salary: Grade 7 (£33,199 – £39,609 p.a.)

Reference: LUBSC1412

Closing date: 28 July 2019

Interview date: 14 August 2019

Fixed-term until 31 December 2020 (maternity cover)

Secondment opportunities will be considered

We will consider job share and flexible working arrangements

International Student Recruitment Marketing Manager, Leeds University Business School, Faculty of Business

Can you manage and deliver recruitment objectives to support the Business School's international student recruitment strategy?

You will manage and deliver the Business School's international student recruitment programme for undergraduate, masters, MBA and postgraduate research student recruitment in a very competitive, global market place.

This role will provide you with an exciting and challenging opportunity to manage and deliver international student recruitment and marketing activities as part of the marketing and recruitment team responsible for marketing across the business, law, social sciences and education portfolio.

Reporting to the Head of Marketing (Leeds University Business School & Faculty of Social Sciences) you will work closely with colleagues across the organisation including academic colleagues, the University's International Market Development Team, the Faculty International Manager, and marketing, alumni relations and admissions colleagues.

You must be able to identify and capitalise on opportunities for the Business School to take forward its international student recruitment strategy whilst playing an important role in representing the University overseas and within the UK.

You will be required to be self-directing, have an enthusiastic and proactive approach and the ability to develop relationships with a wide range of internal and external stakeholders, and have the ability and experience to manage the delivery of integrated recruitment and marketing activities across the Business School.

What does the role entail?

As an International Student Recruitment Marketing Manager, your main duties will include:

- Managing the planning, design, development, promotion, delivery and evaluation of the international exhibitions calendar and post-offer conversion events in key markets;



- Personally undertaking recruitment and promotional work overseas such as overseas missions, exhibitions, and school visits;
- Working with marketing and admissions colleagues to contribute to an integrated marketing and communications strategy providing expertise, market intelligence and recruitment data to help achieve high rates of conversion to enrolment;
- Maintaining relationships with the University of Leeds' overseas offices in China, India, Japan, Nigeria and Malaysia, and with its overseas agents. Managing relevant communications with agents and providing in-country and online product knowledge training;
- Interrogating and disseminating management information data to enable informed decision making and strategy development, including the on-going provision of applicant data, market reports, statistical and trend data and analysis;
- Ensuring that relevant sections of the Business School website are developed and maintained;
- Ensuring effective and productive working relationships with colleagues across the Faculty including the Faculty admissions teams, academic community and the Faculty International Manager;
- Being the key liaison point between the Business School marketing and recruitment team and the University of Leeds International Market Development Team to ensure that international student recruitment marketing and communications activities are aligned, avoiding duplication;
- Identifying and coordinating appropriate staff to represent the School at both Business School recruitment events and wider University of Leeds events;
- Working with the Business School Alumni Relations Team to ensure the effective integration of alumni engagement into the international student recruitment strategy;
- Participating in committees across the Business School including the Faculty Recruitment Group, Faculty Internationalisation Group and regular communications meetings;
- Being responsible for ensuring that all activity within the international student recruitment programme is GDPR compliant, including the collection and handling of leads from international events;
- Budget responsibility, including planning expenditure and monthly reconciliation;



- Line management of the International Student Recruitment Marketing Executive.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

What will you bring to the role?

As an International Student Recruitment Marketing Manager, you will have:

- Demonstrable expertise, knowledge and experience of student recruitment within a higher education setting, preferably with experience of international marketing;
- Knowledge and experience of using market research techniques and effective analytical skills with the ability to monitor and evaluate complex information;
- Excellent communication skills and the ability to convey complex concepts clearly and effectively to a range of audiences, as well as using effective interpersonal and negotiation skills to develop effective working relationships with senior academic staff, internal teams and external agencies;
- Exceptional operational management skills – able to demonstrate delivery of effective and targeted events, programmes and campaigns;
- A creative approach to solving complex problems;
- Ability to manage budgets and control expenditure;
- An ability to work cross functionally, build strong working relationships and networks both internally and externally;
- Ability to project a professional image of the Business School to all stakeholders;
- Ability to commit to international recruitment activities and open days. This will entail working overseas for 9-10 weeks per year and occasional weekend work in the UK.

You may also have:

- A professional marketing qualification or equivalent;
- Line management experience;
- Experience of delivering email campaigns through an e-mail marketing platform or a Customer Relationship Management (CRM) system.



How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

Contact information

To explore the post further or for any queries you may have, please contact:

Samantha Mullany, Head of Marketing (Leeds University Business School and Faculty of Social Sciences)

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Rachael Hartley, International Student Recruitment Marketing Manager (Leeds University Business School)

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Additional information

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.



Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

