

Post Details	Last Updated: 14th November 2024		
Faculty/Administrative/Service Department	International Recruitment		
Job Title	International Student Recruitment Officer (MENA)		
Job Family	Professional Services	Job Level	3
Responsible to	Regional Manager (MENA)		
Responsible for (Staff)	N/A		
<u>Job Purpose Statement</u>			
<p>The International Officer for the Middle East and North Africa (MENA) will be responsible for promoting the University of Surrey to prospective undergraduate and postgraduate students across the MENA region. The role involves establishing and nurturing strong relationships with key stakeholders, such as agents, school counselors, and other partners, to effectively raise the University's profile and achieve ambitious growth targets.</p>			
<ol style="list-style-type: none"> 1) Be familiar with Surrey's offering of courses and key policies and procedures relating to admissions, accommodation, placements etc. 2) Provide exceptional information, advice and guidance to potential students and support them in their application to Surrey. 3) Support the recruitment of international students by building strong relationships with key stakeholders such as recruitment agents, schools and colleges. 4) Represent the University in recruitment contexts at undergraduate and postgraduate levels, often as the sole representative of the University at recruitment fairs, school events and similar. 5) Provide an equal and unbiased service to all of Surrey's recruitment agents, supporting them with events, marketing initiatives and regular communications. 6) Provide market insight and intelligence on your markets, to inform recruitment activity. 7) Support the creation and distribution of marketing materials used by the Student Recruitment team. 8) As directed by the International Recruitment Manager and other colleagues, work in other areas within the wider international student recruitment team as required, such as administrative duties. 9) In normal circumstances, the role holder would be expected to be away from the University for recruitment activity for 8 to 12 weeks a year. The expectation is the travel includes and the wider MENA region 			
N.B. The above list is not exhaustive.			
All staff are expected to:			
<ul style="list-style-type: none"> • Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy. • Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. • Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions. • Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role. • Undertake such other duties within the scope of the post as may be requested by your Manager. • Work supportively with colleagues, always operating in a collegiate manner. 			
Help maintain a safe working environment by:			
<ul style="list-style-type: none"> • Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. • Following local codes of safe working practices and the University of Surrey Health and Safety Policy. 			
<u>Elements of the Role</u>			
<p>This section outlines some of the key elements of the role, which allow this role to be evaluated within the University's structure. It provides an overview of what is expected from the post holder in the day-to-day operation of the role.</p>			

Planning and Organising

- The role holder will assist in the recruitment of students and will offer advice to senior colleagues within the Student Recruitment team on the development of recruitment opportunities.
- This role will specifically have responsibility for supporting the delivery of student recruitment events. It is anticipated that the post holder will be involved in applicant and pre-departure events for offer-holders.
- The role holder will carry out general tasks delegated by the International Recruitment Manager and other colleagues. Direction and guidance will be given in terms of the nature of work allocated; however, the role holder will have freedom to work in a proactive manner and decide how to achieve the desired result. The role holder will organise their own individual tasks, to meet agreed deadlines recognising and responding to changing/conflicting priorities, as appropriate. The role holder will take operational responsibility for the quality and effectiveness of their recruitment events and will ensure activities are consistent with operational policies.
- The role holder will primarily support the recruitment of students in their assigned region but will work as part of the Student Recruitment team to support the overall recruitment of international students.

Problem Solving and Decision Making

- The role holder is responsible for the resolution of routine problems with individual student applications. The role holder will be expected to identify the nature of any problems and issues through analysis, and then apply their judgement and initiative to find an appropriate resolution referring more complex issues or problems to a more senior member of staff.
- The role holder will have a good knowledge of overseas qualifications in their assigned markets and be responsible for making recommendations where required.

Continuous Improvement

- After approval, the role holder will identify and carry forward process improvements which they have identified, or which have been assigned to them. The role holder is expected to assist the International Recruitment Manager in ensuring the operational processes continuously improve within their area of responsibility. This is particularly relevant to the process of communicating and maintaining excellent relationships with schools, colleges, and agents.
- The post holder will remain up to date with the requirements of the UK Border Agency and the Foreign and Commonwealth Office, and the interpretation given by government bodies related to the recruitment of international students.

Accountability

- The role holder will contribute towards the University meeting its recruitment targets by supporting a series of recruitment activities under the overall direction of the Head of Student Recruitment.
- The role holder will support the provision of advice and information to potential students and their representatives in regard to the University and the Higher Education sector generally. This will be across a series of platforms, including web-based technology, print, personal access and access to advice via commissioned agents, etc.

Dimensions of the role

- The role holder will be proactive in providing prospective students with advice and guidance on the University as well as a range of other issues that affect a prospective student's decision-making process.
- In normal circumstances, the role holder would be expected to be away from the University for recruitment purposes for 10 to 14 weeks a year. This travel will normally, but not solely, be in the region that the post focuses on.

Supplementary Information

- The role holder will work closely with colleagues and counterparts across Student Marketing, Recruitment and Admissions to ensure successful joint recruitment and marketing activities are undertaken.

Person Specification This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

Qualifications and Professional Memberships

Professionally qualified with a relevant degree/ postgraduate qualification, plus broad demonstrable management experience in similar or related roles
OR
Substantial and vocational experience, demonstrating management ability in an appropriate professional or specialist area, and success in similar or related roles, supported by evidence of significant appropriate specialist knowledge.

E

Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).	Essential / Desirable	Level 1-3
Good IT skills, including experience of using MS Word, MS Excel and email	E	2
Experience of giving presentations and running events	E	1
Experience in UK Higher Education	D	2
Experience of the University of Surrey's higher education offering	D	2
Experience of working in higher education in a recruitment/marketing role	D	n/a
An understanding of marketing principles and customer focus in the higher education sector	D	n/a
Experience of working outside of the UK	D	n/a
Special Requirements:		Essential / Desirable
Extensive travel/weekend/evening working will be required as directed by the International Recruitment Manager		E
Have a strong understanding of the International Student Journey, to offer advice and support on documents needed for application processes, UKVI processes, ATAS, CAS etc.		E
A full UK driving license		D
Core Competencies This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.		Level 1-3
Communication		3
Adaptability / Flexibility		2
Customer/Client service and support		3
Planning and Organising		2
Continuous Improvement		1
Problem Solving and Decision-Making Skills		2
Managing and Developing Performance		1
Creative and Analytical Thinking		2
Influencing, Persuasion and Negotiation Skills		1
Strategic Thinking & Leadership		1
<p>This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary. Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.</p>		
Organisational/Departmental Information & Key Relationships		
Background Information		
<p>The International Student Recruitment and International Marketing Team is responsible for recruiting international undergraduate and postgraduate students globally, aiming to meet ambitious growth targets. The team consists of over 20 staff members, including regional staff based in India, Malaysia, and China.</p>		
<p>The role holder will work closely with colleagues across the External Engagement Directorate, including teams in International Engagement (Partnerships), Advancement (Alumni), Communications and Marketing, as well as with other related departments such as Admissions, UK Recruitment, and International Student Support.</p>		
<p>Market responsibility may change, but it is likely to focus on the Middle East and North Africa.</p>		

Department Structure Chart



Relationships

The role holder will develop good relationships with colleagues across all departments and will work closely with Admissions and Student Marketing. The post holder will also be expected to have a good relationship with academic colleagues and the International Support Team.

Internal

- Academic colleagues
- Administrative colleagues

External

- School Teachers and College Advisors
- Recruitment agents
- British Council
- UKVI and FCDO