

Post Details		Last Updated: 11/02/2025	
<b>Faculty/Administrative/Service Department</b>	External Engagement - International Student Recruitment		
<b>Job Title</b>	Regional Manager (MENA and Pakistan)		
<b>Job Family</b>	Professional Services	<b>Job Level</b>	4
<b>Responsible to</b>	Director of International Student Recruitment		
<b>Responsible for (Staff)</b>	International Officer		
<b><u>Job Purpose Statement</u></b>			
<p>This role focuses on the achievement of the university's recruitment and growth objectives in Europe and the Americas. The role holder will need to establish good relationships with relevant stakeholders such as agents and school counsellors and use a variety of recruitment methods to work with colleagues to effectively promote the University to potential students. The Regional Manager will be expected to lead on the development and implementation of regional recruitment plans with minimal supervision.</p>			
<b><u>Key Responsibilities</u></b> This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities			
<ol style="list-style-type: none"> <li>1. Develop and implement regional recruitment plan(s) that deliver growth in line with the university's student intake and growth target.</li> <li>2. Represent Surrey in recruitment contexts, often as the sole representative of the University, providing advice to prospective students, recruitment agents and other stakeholders in regard to admission, also representing Recruitment &amp; Admissions at internal and external meetings and conferences, as required.</li> <li>3. Provide advice on international recruitment markets to colleagues in departments such as the Academic Faculties, External Engagement, Admissions and Marketing.</li> <li>4. Organise virtual and in person events overseas and in the UK such as offer holder/applicant and pre departure sessions, in-country academic and senior management recruitment trips.</li> <li>5. Support on specific projects as directed by Director of International Student Recruitment. Examples of projects include leading on digital media for a specified region; reporting on students for overseas sponsors; and co-ordinating the issuing of agents' contracts etc.</li> <li>6. Line manage the International Officer(s) and Regional Representative/s (if applicable) managing their activities and day to day tasks.</li> <li>7. Lead on specific projects of strategic importance - these might include activities such as calling campaigns, webinar development, regional conversion activity and market research.</li> </ol>			
<b>N.B. The above list is not exhaustive.</b>			

**All staff are expected to:**

- 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, operating in a collegiate manner at all times.

**Help maintain a safe working environment by:**

- 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.

**Elements of the Role**

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.

**Planning and Organising**

- The post holder will need to work with high levels of organisation as they will be expected to meet deadlines and manage their time effectively often without close supervision and whilst travelling extensively overseas and in the UK.
- The organisation of events overseas (such as pre-departure briefings) and in the UK (such as campus visits by international schools) will require good planning skills.

**Problem Solving and Decision Making**

- The post holder will be expected to work within established procedures and also use to their initiative and judgement to address complicated issues. They will make recommendations to the senior colleagues on recruitment plans and market trends.
- When overseas on university business, the post holder will work largely autonomously and without close line management supervision and must use their discretion, experience, and judgement to deal with situations as they arise.
- The post holder will be expected to take a proactive approach to problem-solving and decision-making, taking the lead in developing and implementing a recruitment plan for a priority market.

**Continuous Improvement.**

- The post holder will be expected to identify areas for improvement and make recommendations for changes to activities and policies
- The post holder is expected to build upon and improve their specialist knowledge of the different markets that they travel to within the specified region.
- The post holder should use an analytical and creative approach to ensure that Surrey's performance is in line with our competitor group.

**Accountability**

- The post holder will be accountable for the achievement of recruitment targets in their market/region

**Dimensions of the role**

- The post holder manages a network of agents across a number of countries
- The post holder will be expected to develop and manage a regional budget

**Supplementary Information**

- 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. Changes to this travel expectation would be discussed and planned in advance with the Director of International Student Recruitment.

**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**

Degree, HND, NVQ 4 qualified or equivalent in relevant subject/relevant formal training, plus a number of years' experience in similar or related roles.

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Or:

Significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant work/roles, and the acquisition of appropriate professional or specialist knowledge.

**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

3

Experience of working in higher education in a student recruitment/marketing role

E

2

Experience of giving presentations and running events

E

2

Experience of dealing with cultural sensitivity issues requiring tact, diplomacy and a calm approach in difficult situations

E

2

Experience of international student recruitment and / or international sales

E

2

Line management experience

D

n/a

**Special Requirements:**

**Essential/  
Desirable**

Possess a valid passport

E

Extensive travel/weekend/evening work will be required as directed by the Director of International Student Recruitment, both inside and frequently outside the UK

E

Relevant language skill/s

D

**Core Competencies** This section contains the level of competency required to carry out this role.

**Level  
1-3**

Communication

2

Adaptability / Flexibility

3

Customer/Client service and support

3

Planning and Organising

2

Continuous Improvement

2

Problem Solving and Decision Making Skills

2

Managing and Developing Performance

2

Creative and Analytical Thinking

2

Influencing, Persuasion and Negotiation Skills

2

Strategic Thinking & Leadership

2

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.

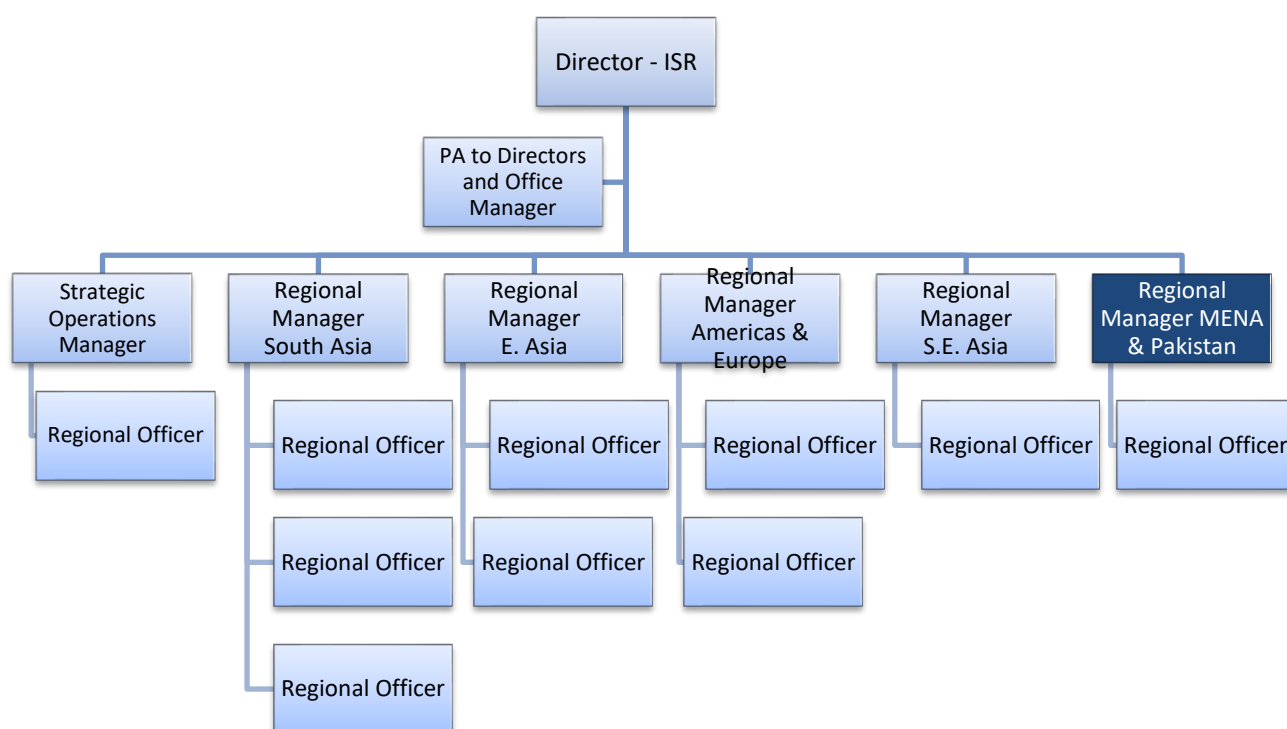
## Organisational/Departmental Information & Key Relationships

### Background Information

The International Student Recruitment and Marketing Team is responsible for recruiting international undergraduate and postgraduate students globally. The team has over 20 staff, comprising of international students recruitment and international marketing including team members based in China, Malaysia, and India, which is tasked with meeting annual recruitment targets.

The role holder will work closely with colleagues across International Student Recruitment, Marketing, Advancement Team, and in other related departments, such as Admissions, International Student Support and the Global Engagement Office. This feeds into the wider objectives of the Universities External engagement portfolio, which is tasked with meeting the recruitment targets set in the annual planning round process.

### Department Structure Chart



### Relationships

The role holder will develop good relationships with colleagues across all departments and will work closely with International Student Recruitment, Admissions and Marketing. The post holder will also be expected to have a good relationship with academic colleagues, Careers, Accommodation, International Student Support and Academic Registry.

#### Internal

- Academic colleagues
- Professional Services colleagues

#### External

- Recruitment agents
- School Counsellors
- British Council
- BUILA and other external bodies