



UNIVERSITY of  
**BRADFORD**

## **Country Development Manager (Based In-Turkey)**

**Directorate Of Outreach Recruitment And  
Marketing**

**Student Recruitment**



**Job Description and Person Specification**

Job Title:	Country Development Manager (Based In Country)
Grade:	6
Vacancy Reference:	
Faculty / Directorate:	Directorate of Outreach Recruitment and Marketing
Service / Department:	Student Recruitment
Location:	Turkey
Reports to:	Country Development Manager (Pakistan, Turkey and Egypt)
Responsible for:	

## Main Purpose

- The Country Development Manager (Based in Turkey) will be required to design, lead and deliver a range of activities for international students (Turkey) designed to raise their awareness of higher education and to support their application to University.
- This will involve attending exhibitions, liaising with international recruitment agents, prospective partners, the British Council, embassies and government bodies to promote study at the University of Bradford. They will also be required to lead seminars and workshops on a range of higher education topics and to work with academic colleagues to deliver interactive activities in country.
- The Country Development Manager (Based in Turkey) will also be responsible for pro-actively seeking new opportunities to develop new and existing business relationships and will be required to achieve mutually agreed sales targets.
- To support the team in responding to individual enquiries from Turkey via email and social media.
- To deliver personalised follow up through all channels – including telephone, email and social media to all enquirers from recruitment events in the region to an agreed timescale, maximising the opportunity to convert.
- Working without supervision, a high level of problem solving and initiative is required to deal with challenging and often unique situations as they arise, sometimes without direct recourse to others.

# Main Duties and Responsibilities

1. To work directly with Country Development Manager (Pakistan, Turkey and Egypt) and with the team and the Dubai Regional Hub & Director of Regional Hub, Dubai) to support the effective delivery of the University's international recruitment strategy with a focus on Turkish market, evaluating activities and providing suggestions for improvements.
2. To effectively account manage and increase student recruitment numbers from Turkey, working with recruitment agents and university partners and developing targeted relationships with international schools and local universities.
3. To develop, deliver and evaluate a recruitment plan for Turkey, within budget and achieving annual and five year recruitment plan.
4. To meet mutually agreed sales targets (including numbers of visits, lead generation and student recruitment numbers) within the Turkish market.
5. To work with the Market Insight team to conduct research and identify opportunities in Turkey.
6. To regularly undertake performance reviews with international agents, developing and implementing strategies to improve students recruitment numbers and quality from Turkey.
7. To develop and deliver a communications strategy and training programme for international agents.
8. To pro-actively recruit new agents in different cities across Turkey where the University currently has limited/no representation.
9. To act as the lead contact at international recruitment events, providing course information to prospective students and advisers, accurately capturing data via Digital Recruit to facilitate future CRM campaigns and making offers to suitably qualified applicants.
10. To liaise with the Visa Support team to maintain an up to date working knowledge of UKVI student visa route.
11. To be able to work independently and using your own initiative to deal with any unexpected situations which may occur in country requiring an immediate response.
12. To work with the CRM team to ensure timely and effective lead follow up after all events.
13. To develop a comprehensive understanding of key international qualifications and their equivalences.
14. To use Salesforce to ensure that accurate records are maintained for all agent contacts and to run reports which reflect levels of engagement activity.
15. To network with a wide variety of external stakeholders and to represent the University at all levels at external meetings with recruitment organisations, agents, the British Council, embassies and High Commissions.

- 16.To regularly evaluate the outcomes of recruitment activities for Turkey, produce reports on the achievement of targets and competitor institutions, assess market or partnership opportunities, provide expenditure and student number forecasts, and advise on strategies for optimising results.
- 17.To develop content for the production of recruitment presentations, printed and online marketing material.
- 18.To ensure the delivery of an exemplary customer experience at all events for prospective enquirers and applicants, influencers and advisers.
- 19.To network effectively with organisations in the UK and overseas on matters relating to international recruitment and collaboration.
- 20.To demonstrate an ongoing commitment to Continuing Professional Development.
- 21.Any other duties commensurate with the grade and nature of the post This document outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed by University management which do not change the general character of the job or the level of responsibility entailed.

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# Post Specification

Country Development Manager (Turkey)

Directorate of Outreach Recruitment and Marketing

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Degree and/or relevant work experience in HE</li></ul>	<ul style="list-style-type: none"><li>• Higher degree and/or relevant professional qualification at postgraduate level</li></ul>
<b>Experience, Skills and Knowledge</b>	<ul style="list-style-type: none"><li>• Experience in international student recruitment, preferably in Turkey.</li><li>• Ability to write informative reports within time limits.</li><li>• Experience of dealing with people across a range of organisations and at different levels.</li><li>• Awareness of current issues affecting international students.</li><li>• Excellent public relations manner and presentation skills.</li><li>• Working knowledge of UKVI student visa route.</li><li>• Experience of using CRM systems/ databases to input and manage data.</li></ul>	<ul style="list-style-type: none"><li>• Knowledge of international qualifications and their equivalencies.</li><li>• Experience of working with external partners in an educational context to build links and establish partnerships.</li><li>• Experience of working in education, in an FE or HE environment.</li><li>• Experience of preparing for and attending events.</li><li>• Awareness of Education UK Partnership/British Council initiatives.</li><li>• Copywriting and editing experience.</li></ul>

	Essential	Desirable
	<ul style="list-style-type: none"> <li>• Experience of preparing and delivering presentations to audiences of various sizes ·</li> <li>• Excellent written and oral communication skills and the ability to target communications to the appropriate audience ·</li> <li>• Ability to prioritise and organise own workload.</li> <li>• High level of accuracy and attention to detail ·</li> <li>• Awareness of the current issues facing students in higher education</li> </ul>	
<b>Job Specific Requirements (please delete this section if not applicable)</b>	<ul style="list-style-type: none"> <li>• Willingness to travel extensively across Turkey ·</li> <li>• Willingness to undertake overseas travel to other international regions as required ·</li> <li>• Flexible approach to working hours to cover evening and weekend events</li> </ul>	<ul style="list-style-type: none"> <li>• Full driving licence</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Friendly, helpful and confident manner ·</li> <li>• Enthusiasm for higher education ·</li> <li>• A supportive and inclusive role model in the team ·</li> <li>• Commitment to high quality customer service.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

	Essential	Desirable
	<ul style="list-style-type: none"> <li>• Awareness of, and sensitivity to, cultural differences ·</li> <li>• Confidentiality, discretion and sensitivity ·</li> <li>• Self- motivated and willing to take on new challenges ·</li> <li>• Understanding of the University's commitment to Equality and Diversity ·</li> <li>• Ability to cope with change and working to tight deadlines ·</li> <li>• Be willing to undertake any further training necessary to meet the requirements of the post.</li> </ul>	