

# Job Description

Regional Development Manager

Dubai Regional Hub

Directorate of Outreach, Recruitment and Marketing



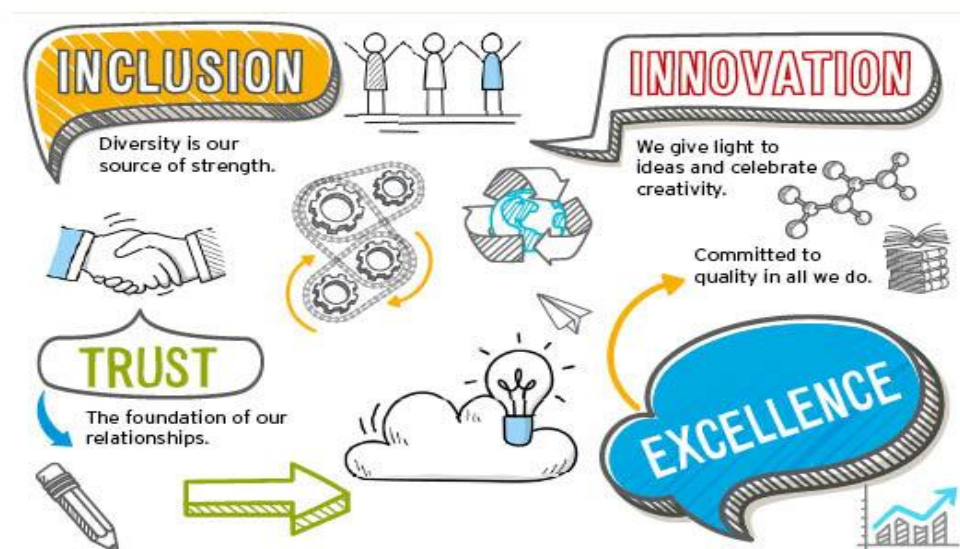
## Brief summary of the role

Role title:	Regional Development Manager
Grade:	N/A
Faculty or Directorate:	Directorate of Outreach, Recruitment and Marketing
Service or Department:	Dubai Regional Hub
Location:	Dubai
Reports to:	Head of Dubai Operations
Responsible for:	N/A
Work pattern:	Full time, Monday to Friday, with requirement to undertake some evening and weekend work.  Dubai terms and conditions of employment

# About the University of Bradford

## Values

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion part of everything we do – from how we build our curriculum to how we build our workforce. It is the responsibility of every employee to uphold the university values.



## Equality, Diversity, and Inclusion (EDI)

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion at the heart of everything we do.

We foster a work environment that's inclusive as well as diverse, where staff can be themselves and have the support and adjustments to be successful within their role.

We are dedicated to promoting equality and inclusivity throughout the university and have established several networks where individuals can find support and safe places fostering a sense of belonging and acceptance. We are committed to several equality charters such as Athena Swan, Race Equality Charter, Disability Confident and Stonewall University Champions Programme..

## Health, safety, and wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

It is the responsibility of all employees that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students.

All colleagues will need to ensure you are familiar with any relevant Health and Safety policies and procedures, seeking advice from the Central University Health and Safety team as appropriate.

We are registered members of the University Mental Health Charter. This visibly demonstrates our commitment to achieving cultural change in student and staff mental health and wellbeing across the whole university, whilst supporting the vision of our People Strategy to create a culture and environment of transformational diversity, inclusion and social mobility, creating a place where our values come to life and are evident in our approach.

## Information governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University.

An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

All employees must always adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security.

Employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

## Criminal record disclosures and working with vulnerable groups

Depending on the defined nature of your work and specialist area of expertise, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974.

All employees of the University who have contact with children, young people, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and Safeguarding Vulnerable Groups Act 2006.

The University is committed to protect and safeguard children, young people and Vulnerable Adults.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

## Role holder: essential and desirable attributes

### Qualifications

<b>Essential</b>	<ul style="list-style-type: none"><li>• Degree and/or relevant work experience in HE</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• Higher degree and/or relevant professional qualification at postgraduate level</li></ul>

### Experience, skills, and knowledge

<b>Essential</b>	<ul style="list-style-type: none"><li>• Experience in international student recruitment, preferably in Pakistan &amp; 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 student VISA requirements</li><li>• Experience of using CRM systems/ databases to input and manage data</li><li>• Experience of preparing and delivering presentations to audiences of various sizes</li></ul>
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	<ul style="list-style-type: none"> <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> <li>• Experience of financial planning and budget management</li> <li>• Excellent negotiation skills, to influence, persuade and network with colleagues within the team, the wider University and externally</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Spoken and written proficiency in multiple languages.</li> <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>• Experience of managing a team of staff with similar role responsibilities, including setting, and reviewing performance targets</li> </ul>

## Personal attributes

<b>Essential</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><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><li>• Ability to build positive working relationships through emotional and cultural intelligence, and effective teamwork</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• Ability to respond with empathy, tact, and professionalism in sensitive or challenging conversations</li></ul>



#### Job Specific Requirements

<b>Essential</b>	<ul style="list-style-type: none"><li>• Willingness to travel extensively across the Pakistan &amp; Turkey for up to 90 days per year</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>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• Full driving license</li></ul>

## Main purpose of the role

The Regional Development Manager is responsible for student recruitment within the designated region. This will be achieved through working with agents and other key stakeholders such as embassies and sponsors to increase numbers of enquiries, applicants, and enrolled students meeting pre-agreed student recruitment markets. The Regional Development Manager will be required to work in existing and new emerging international markets.

## Main duties and responsibilities

*Note: The list below 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*

1. To work with the Head of Dubai Operations and the Associate Director, International Recruitment to ensure the effective delivery of the University's international recruitment strategy, evaluating activities and providing suggestions for improvements and taking follow up action as required
2. To effectively account manage designated key international markets, working with recruitment agents and developing targeted relationships with educational institutions
3. To develop, deliver and evaluate a recruitment plan for designated markets, within budget and achieving maximum return on investment
4. To meet mutually agreed recruitment targets (including numbers of visits, lead generation and student recruitment numbers) within designated international markets
5. To work with other Regional Development Managers and Conversion Officers to ensure student recruitment targets are achieved through efficient conversion activity.
- 6 To work with the Market Insight team to conduct research and identify potential opportunities in new and emerging international markets
7. To develop an in-depth an in-depth knowledge of market dynamics including pricing, entry requirements and potential TNE or partnership opportunities and to propose changes to University Committees for consideration.
8. To regularly undertake performance reviews with international agents, developing strategies to improve performance to ensure that targets are set, monitored and reviewed and all other account management activities are fulfilled

9. To effectively manage the existing agent network and identify and onboard potential new agents.
10. To develop and deliver a communications strategy and training programme for international agents to ensure that they positively represent the University and reputational and compliance risks are minimised.
11. To identify and effectively manage relationships with all cultural attaches, ministries of education and government organisations within the designated region.
12. To lead, manage and host VC and academic delegations in the designated region as required
13. To work with the Senior International Marketing Officer to produce market specific promotional material for the designated regions
14. To ensure the delivery of exemplary customer experience through on and offline channels for prospective enquirers and applicants, influencers, and advisers
15. To act as the lead contact at international recruitment events, providing course information to prospective students and advisers, accurately capturing data to facilitate future CRM campaigns.
16. To develop a comprehensive understanding of key international qualifications and their equivalences
17. To manage and conduct BASALT exams to support conversion in designated regions.
18. To effectively work with Visa Support team to maintain an up to date working knowledge of UKVI Student Visa requirements and to support applicants across regions to minimise CAS or visa refusals
19. To effectively work with colleagues across a wide range of teams within and outside DORM to deliver recruitment and conversion activities
20. To regularly evaluate the outcomes of recruitment activities for the designated region, produce reports on the achievement of targets and competitor and student number forecasts, and advise on strategies for optimising results.
21. 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
22. To network effectively with organisations in the UK and overseas on matters relating to international recruitment and collaboration
23. To demonstrate an ongoing commitment to Continuing Professional Development

