

Job Description

UK International Recruitment Officer

International Recruitment and Global Partnerships

Directorate of Outreach, Recruitment and Marketing



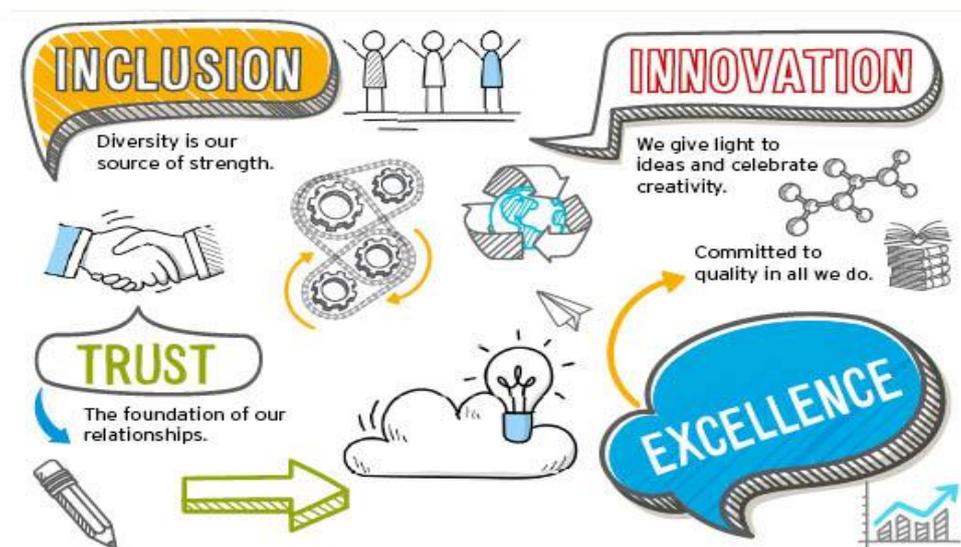
Brief summary of the role

Role title:	UK International Recruitment Officer
Grade:	6
Faculty or Directorate:	Directorate of Outreach, Recruitment and Marketing
Service or Department:	International Recruitment and Global Partnerships
Location:	Richmond Building, City Campus
Reports to:	Senior International Marketing Officer
Responsible for:	n/a
Work pattern:	36.25 hours per week, Monday – Friday. Occasional work during weekends and non-standard hours due to recruitment events.

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

Essential	<ul style="list-style-type: none">• Level 3 qualification such as A-Levels or equivalent• GCSE English and Maths at grade C/4 or equivalent
Desirable	<ul style="list-style-type: none">• Undergraduate degree• Qualification in marketing

Experience, skills, and knowledge

Essential	<ul style="list-style-type: none">• Experience of working in a marketing or recruitment function in an educational environment• Experience of delivering and evaluating marketing or recruitment campaigns• Experience of engaging with a wide range of stakeholders at all levels• Key account management experience, ideally in a sales or recruitment environment• Excellent presentation skills, including the ability to speak to large groups of people of varying ages, backgrounds and abilities• Customer service experience face to face, via telephone and email
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	<ul style="list-style-type: none"> • Experience of preparing for and attending events • Experience of using CRM systems/ databases to input and manage data • Experience of producing management reports and documents • Analytical skills to identify opportunities and to monitor return on investment • Excellent written and oral communication skills, with the ability to target communications to the appropriate audience • Ability to prioritise and organise own workload • High level of accuracy and attention to detail • Highly developed problem-solving skills, to identify solutions in challenging situations
Desirable	<ul style="list-style-type: none"> • Previous international student recruitment experience • Knowledge of international qualifications and their equivalencies

Personal attributes

Essential	<ul style="list-style-type: none"> • Awareness of, and sensitivity to, cultural differences • Friendly, helpful and confident manner • Enthusiasm for higher education • A supportive and inclusive role model in the team
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	<ul style="list-style-type: none"> • Commitment to high quality customer service • Confidentiality, discretion and sensitivity • Self-motivated and willing to take on new challenges • Understanding of the University's commitment to Equality, Diversity and Inclusion • Ability to adapt with change and working to tight deadlines • Be willing to undertake any further training necessary to meet the requirements of the post • Willingness to travel extensively across the UK • Flexible approach to working hours to cover evening and weekend events
Desirable	

Main purpose of the role

The post holder will be responsible for the delivery of the University's international student recruitment activity during a period of maternity leave cover. The role will focus on the recruitment of international students already based in the UK and the management of priority international markets, ensuring continuity of recruitment pipelines, maintenance of key partner and agent relationships, and adherence to admissions and visa compliance requirements. The post holder will work closely with the Senior International Marketing Officer and key internal stakeholders to protect recruitment outcomes, income and institutional reputation.

Main duties and responsibilities

1. Lead the delivery of the University's UK-based international student recruitment activity, working in close collaboration with the Senior International Marketing Officer, to ensure continuity of applicant pipelines and progress towards agreed recruitment targets.
2. Account manage key UK international recruitment partners, including foundation providers, English language providers and UK-based international agents, maintaining effective relationships and regular engagement.
3. Manage recruitment activity for the Vietnam market by maintaining effective relationships with potential students, agents and partners and coordinating the logistical and administrative aspects of recruitment events and associated budgets.
4. Plan, deliver and represent the University at priority recruitment activities, including exhibitions, provider events, campus visits and applicant engagement activities, both on and off campus.
5. Work closely with Admissions and the Visa Support team to support UK-based international and Vietnamese applicants through the admissions and CAS process, maintaining an applied understanding of UKVI requirements and ensuring compliance.
6. Ensure that academic mapping and entry requirements for foundation and English providers are accurate and up to date, working collaboratively with Admissions and academic colleagues.
7. Oversee provider and agent contractual arrangements in collaboration with Legal and Finance colleagues, including the processing and monitoring of commission payments.
8. Manage and monitor recruitment-related budgets for UK international and Vietnam activity, in alignment with agreed priorities and in consultation with the Senior International Marketing Officer, ensuring spend is appropriate, controlled and aligned to recruitment objectives.

9. Work with the CRM and Marketing teams to ensure effective follow-up with UK and Vietnamese international enquirers and applicants and to support the promotion of priority recruitment activity.
10. Manage a limited number of business-critical international marketing activities that directly support recruitment continuity, including oversight of live advertising channels (e.g. IDP, Keystone, BridgeU and NCUK) and ensuring these platforms hold accurate and current information, with strategic direction provided by the Senior International Marketing Officer.
11. Communicate critical recruitment-related updates, including course changes, entry requirements and key deadlines, to regional teams, agents and partners in a timely and consistent manner.
12. Maintain accurate records of partner engagement, recruitment activity and outcomes, and provide updates and reports to senior colleagues as required.
13. Ensure the delivery of a high-quality customer experience for applicants, partners and stakeholders throughout the recruitment process.
14. As a university citizen supporting key student events throughout the year such as Open days, clearing, enrolment, and Graduation.
15. Undertake any other duties commensurate with the grade and nature of the post that are necessary to ensure continuity of critical international recruitment activity during the maternity cover period.