

JOB DESCRIPTION

This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job holders should be consulted over any proposed changes to this job description before implementation.

Job title: Regional Manager (East Asia)

Reports to: Recruitment Development Manager

Grade: NG7

Location: Cavendish House but can be required to work at any University premises.

PURPOSE:

To make a key contribution to achieving the University's student recruitment targets by planning, implementing and managing market development and recruitment activities in specified overseas markets, working collaboratively across the University and ensuring the Westminster brand is communicated and promoted appropriately at all times.

PRINCIPAL ACCOUNTABILITIES:

The postholder will be responsible for:

1. Operationalising key elements of university strategy for the post holder's key region /markets focusing on a broad spectrum of recruitment related activity. This includes identifying and assessing new business opportunities and championing internal engagement with the post holder's markets in order to meet strategic objectives.
2. Producing annual operational plans for developing regional growth and achieving set recruitment and engagement objectives and targets. Plans will detail fully-costed activities e.g. overseas visits and outreach support, promotional and PR activities, partner/agent-based activities, business development activities. The plans will also include anticipated revenue, and student number forecasts for all activities, where relevant, and the post holder will work closely with other CREA teams, in particular, recruitment operations and marketing services.
3. Building, maintaining, sharing and recording expert knowledge of relevant market environments. This will include demonstrating an excellent knowledge of recruitment channels, education systems, local institutional rankings and reputation, qualifications equivalencies, relevant competitor activity

nationally and internationally and will take account of the need for competitive benchmarking and sound commercial best practice to achieve University goals. Specific markets, if relevant, will be agreed with the Recruitment Development Manager and Director International.

4. Managing the University's overseas base camp providers in the postholder's region. You will develop, implement, monitor and review annual operational and marketing plans for base camp activities and provide professional support to ensure the successful execution of base camp activities to budget. You will work closely with the base camp provider to ensure staff are adequately supported and guided in their day to day operations and act as a key point of contact between the base camp staff and other University of Westminster staff.
5. Identifying gaps and advising on the development of new marketing and/or promotional collateral to support recruitment activities, to include internal communications and online/offline promotional materials, working closely with appropriate teams across Corporate Services in the development, delivery and monitoring of digital and social media recruitment and conversion strategies.
6. Working closely with Faculty and the Director, International to identify and assess new business opportunities for the development of academic recruitment partnerships, in line with University Strategy. This will include initial assessment of market demand and institutional fit. You will be required to develop a good working knowledge of the University's policies and frameworks, as well as external policies and guidelines (e.g. QAA chapter B10 and UKVI) relating to the development and compliance of recruitment Partnerships.
7. Developing and managing relationships and networks with partner education institutions (Universities, Colleges, Schools), alumni, scholarship organisations and, governmental and non-governmental organisations such as the British Council, BUILA, London Higher, relevant overseas government funding agencies, government officials in Embassies and Ministries and High Commissions and identifying new opportunities for recruitment and, where relevant, non-recruitment, purposes.
8. Contributing to management reporting by providing detailed market performance reviews, including market trends, University of Westminster performance, competitor analysis, successes, failures and opportunities, supported by relevant market intelligence, statistical information and analyses, to feed in to recruitment planning and University target setting and reporting all non-recruitment business opportunities to the relevant Corporate Services and Faculty information roles.
9. Developing relationships with local recruitment agents ensuring they receive proper brand and communications training, portfolio and admissions training, resolving key agent issues - working closely with other corporate service colleagues - and monitoring performance against set targets -

working closely with the recruitment operations team responsible for day-to-day relationship management– advising on remedial action when required and providing recommendations for both the discontinuation of existing agent contracts and the appointment of new agents.

10. Managing regional activities within budget allocation, achieving levels of savings as required by the University from time to time.
11. Supporting UK based post 16 recruitment activities/events including; open/ applicant days, graduation ceremonies, overseas schools visits, alumni events, institutional relationship-building, hosting visitors and agents, and ensuring the consistent implementation of the University brand at all times.
12. Other duties within their competence, as may be requested by the Recruitment Development Manager and Director, International and Deputy Vice Chancellor International or other CREA senior management, including managing cross-functional projects from time to time.

CONTEXT:

This post is within the Corporate Services Group Departments. The Communications, Recruitment and External Affairs (CREA), Department provides professional services for the University's leadership team and those of its Faculties based at the University's main sites in the West End of London and at Harrow, ensuring professional approaches in all relevant aspects of the pre-arrival experience of students.

The International Recruitment Teams implement the delivery of the University's student recruitment strategy in the EU and overseas markets. The aim of the campaigns is to encourage students with the potential to excel at Westminster to make successful applications and join our community, and to influence those who offer a variety of support to students of all ages and backgrounds.

The Corporate Services Departments work collaboratively within one resource envelope to contribute to the continuing success of the University. Pro-active and participative approaches to administration are encouraged and all senior management post holders are expected to work collaboratively with networks of staff across the University, fostering good relationships across departmental boundaries, to support applicants and students. Good working relationships between these departments are viewed as essential to the provision of a quality support service for students and other staff, both within the University and its Associate Colleges.

All Departments are expected to think creatively about the effectiveness of the University's administration and to initiate change and innovation in accordance with the needs and expectations of

Westminster as a modern, professional, international university. Key to the success of the professional support functions is the need to continue to develop positive, forward-looking, relationships with academic colleagues and to foster a service ethos whereby efficient, effective and consistent support frameworks, policies and processes are developed in partnership with academic colleagues; innovation is supported and encouraged, and all activities support the achievement of University objectives by enhancing the quality of the student and staff experience.

Dimensions

- The post holder does not have direct line management responsibility but will have operational management of Overseas Base Camp activities planning, delivery and reporting for the post holder's specified markets
- Non-pay budgetary responsibility for recruitment activities in the post holder's specified markets (reviewed annually) to include base camp operational budgeting.
- Recruitment targets reviewed each year.
- Planning, implementation and review of recruitment activities in the post holder's specified markets.
- Planned periods of travel overseas, often on an intensive schedule.
- Attending relevant University recruitment events in the UK and overseas.
- Occasional responsibility for the deployment of project budget(s) and/or associated financial records.

Key Relationships

- Deputy Vice Chancellor, Global Engagement
- Director, International (Faculty)
- Recruitment Development Manager (Overseas and EU)
- Faculty International Directors
- Quality and Standards team and International Partnerships and Mobility teams
- Alumni Services
- Education Agents
- Sannam S4 / GROK
- Partner Colleges – UK and overseas
- School Marketing Committees and academic and CS managers with responsibilities for promotion of University Services and brand
- External digital agencies providing bought-in services to the University
- Third party introductions e.g. British Council, Employers
- Peer role holders from other competitor and non-competitor Universities

Person Specification

	Essential criteria	Desirable Criteria
Qualifications	<ul style="list-style-type: none"> • A relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills. • A relevant postgraduate qualification in a marketing or international Higher Education field or significant work experience in a marketing field • Excellent spoken and written communication in Mandarin to native speaker standard 	<ul style="list-style-type: none"> • Membership of a relevant professional body e.g. Chartered Institute of Marketing (CIM) with a relevant professional qualification or CPD programme completion • Experience of working within a UK based higher education environment.
Training and Experience	<ul style="list-style-type: none"> • Experience of working in a Higher Education student recruitment environment, with a strong track record of achieving results. • Demonstrable experience of developing marketing strategies with an international perspective, taking account of differences in cultural perspectives. • Demonstrable experience of planning and resourcing recruitment campaigns in a professional environment. • Understanding of working at a strategic level in a marketing environment, including horizon scanning to identify and evaluate market opportunities and impacts. • Significant experience and a successful track record in developing and managing Recruitment Agent networks; • A proven track record of successfully managing and delivering complex projects within a medium to large organisation. • Evidence of positive and effective working as a member of a team, to high professional standard and tight deadlines. • Experience of effective resource management, including prioritising and targeting of resources within approved budgets. 	<ul style="list-style-type: none"> • Experience of working in China and excellent working knowledge of East Asian cultures and business practices • A sound knowledge and understanding of government policies and procedures on student recruitment, student visas and student funding issues. • A sound knowledge of University structures, UK Government policies in education. • Evidence of working with an electronic delivery platform for customer relationship management (CRM). • Understanding of project management processes and practices as applied to working in multi-cultural environments. • Competence with corporate management databases e.g. finance and Human Resources systems, with employee and

	<ul style="list-style-type: none"> • Confident and effective communicating with people at all levels i.e. building effective relationships; facilitating discussions with individuals and groups in a multi-cultural environment. 	<p>manager self-access.</p> <ul style="list-style-type: none"> • Comfortable working with statistical information e.g. collating and interpreting information from a range of sources.
Aptitude and abilities	<ul style="list-style-type: none"> • Ability to manage high quality, responsive and cost effective services, both directly and through partnerships where appropriate. • Ability to think and act strategically, whilst ensuring that services are effectively delivered. • Ability to communicate and engage effectively with people at all levels of the organisation to successfully deliver initiatives/priorities for the Service. • Ability to work under pressure to tight deadlines while applying quality standards to all tasks and ensuring that nothing is overlooked. • Ability to work flexibly by taking account of new information or changed circumstances and modifying understanding of a problem or situation accordingly and overcoming problems. • Well planned and organised, both personally and as a team member, being able to break down a course of action into smaller steps and making allowance for potential problems • Ability to effectively deliver conflicting priorities and challenging workloads by maintaining focus on agreed objectives and deliverables whatever the circumstances and monitoring progress against targets. • Ability to work on own initiative, and as part of a team. 	<ul style="list-style-type: none"> • Ability to deal sensitively, patiently and diplomatically with complex situations.
Personal Attributes	<ul style="list-style-type: none"> • Must share and exemplify the University's values. • Committed to self-development. 	

	<ul style="list-style-type: none"> • Integrity, tact, sensitivity and diplomacy in dealing with students and staff at all levels. • Sound ambassadorial qualities for external representation of the University at high-level events. • Adaptability and the flexibility to remain agile and responsive to new ways of working and new challenges. • Comfortable with working both in a small team, and individually on a discrete portfolio of work • Resilient and patient • Efficient and reliable 	
Other	<ul style="list-style-type: none"> • Willingness and flexibility to undertake up to 12 weeks of international travel annually, often on an intensive schedule, as required. • Willingness to attend out-of-hours relevant University and London-based events. • Willingness to work long hours on occasion • Willingness and flexibility to undertake overnight stays and weekend working. • Fully committed to contributing to a stimulating learning and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable. 	