

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: Head of Global Mobility & Study Abroad

REPORTS TO: Director of Transnational Education

GRADE: NG 8

PURPOSE

To lead and manage the Global Mobility & Study Abroad (GMSA) team in the planning, implementation and monitoring of international Student and Staff Mobility. The post holder will have responsibility for ensuring that the University achieves its targets and maximises its potential in recruiting and retaining undergraduate and postgraduate students to/on the University's Study Abroad programmes and meeting targets for inward and outward student mobility.

1. To develop, implement and manage the GMSA team's short and mid-term plans to achieve the objectives of the long-term International Strategy, including agreed annual financial targets. This will involve creating annual plans for both Study Abroad and Student Mobility, which will include setting measurable operational objectives. The post holder will also input into setting the University's Study Abroad and Exchange objectives in its long-term International Strategy.
2. To lead, manage, develop and support the GMSA team in their delivery of the day to day operational management of the Team's various programmes. This will include setting, and monitoring the delivery of the Team's internal operational service delivery objectives to ensure that all programmes are effectively delivered to the highest possible standards, and ensuring full compliance with the requirements of external funding bodies.
3. To lead and manage the University's summer school provision, working cross institutionally to ensure growth in provision and numbers recruited
4. To monitor and analyse current Study Abroad market trends in areas such as demand, pricing, legislation and competitor activity in the field of Study Abroad, and as a key two-way communication channel, will develop, maintain and manage a large network of external contacts at a senior level in a wide range of education, commercial, governmental and non-governmental organisations in both the UK and overseas.
5. To monitor and analyse current Student and Colleague mobility developments market including new modes of mobility, new funding streams, changes to legislation, and issues around safety.
6. To build and maintain extensive internal networks and strong working relationship with key decision-makers across all functions, including University Management, Heads of Colleges, and Professional Services. This will include active participation in various formal committees. The post holder will act as a senior champion for both Global Mobility and Study Abroad, and use these various formal and informal networks to build awareness of, and engagement with, the benefits, commitments and opportunities of the University's Study Abroad and Exchanges current provision and future objectives.

7. To lead the development of the Education Abroad programme portfolio to ensure the University remains a leading global player in the field of Study Abroad. This will involve identifying opportunities through market research and carrying out initial feasibility assessments, and working closely with a large network of internal and external stakeholders to communicate opportunities and develop programmes in terms of content and structure, service delivery and marketisation. The post-holder will also work with the Head of International Recruitment & Partnerships to identify and exploit synergies between Study Abroad/Exchanges and full degree recruitment, double degree and research opportunities to contribute to the University's full degree recruitment targets.
8. To have overall responsibility for the GMSA budget, demonstrating maximum return on investment in all areas of expenditure and also managing income from both Study Abroad and external funders; in addition, the post-holder will also be required to secure funding from external agencies for exchange activities, and from internal stakeholders (such as School Heads) for Study Abroad activities on their behalf.
9. To promote and represent GMSA, and the University in general, at a senior level in the UK and overseas. The post-holder's responsibilities may include visiting overseas SAE institutional partners and organisations, attending and speaking at international conferences, and working closely with British Council and other UK and overseas government and non-governmental organisations. The post-holder will also be required to host senior SAE overseas visitors to the University.
10. To deliver effective marketing communications across the range of the function's diverse activities, markets and target audiences, including managing the development of communications materials, including web content and services, in line with the University's corporate communications strategy.
11. To analyse and report on GMSA performance data; the post-holder will be required to provide regular performance reports to the Director of Global Recruitment and Admissions as well as an annual review for the function that will include a presentation of the year's recruitment analysis and significant market trends across the Team's portfolio, and which highlights key issues and recommends future actions.
12. To support the Director of Global, Recruitment & Admissions in providing out-of-hours contact and support, in particular for GMSA partners, as needed, and leading on response in the event of crises/emergencies relating to Student Mobility/Study Abroad.
13. To undertake any other duties as appropriate within their competence, as may be requested by the Director of Global Recruitment and Admissions from time-to-time.

Context:

The Directorate of Transnational Education provides professional support and services for the University's leadership team, and those of its Colleges and Schools based at the University's main sites in the West End of London and at Harrow, in all aspects of University's Global Engagement and Recruitment Strategy. The Transnational Education team design and implement the delivery of the University's strategy on Global Engagement, mobility and international partnerships.

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 colleague experience.

The post holder will be expected to deliver a high-quality service and exhibit the highest standards of professional conduct and performance ensuring these are reflected in colleague teams. The post holder will also be expected to set standards of professional conduct in line appropriate professional membership and competencies frameworks.

The University requires all post holders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

Dimensions

- Leadership and management of the Global Mobility Team, with line management of two team managers
- Strategy setting, marketing management
- Student recruitment
- Delivery of Study Abroad strategic objectives
- Operational management of the Global Mobility team
- Product portfolio management and development
- Management and development of all study abroad partnerships
- Budget management of circa £300,000 expenditure, plus management of revenue generation budgets in excess of £4m+
- External funding management
- Engagement with a large network of internal and external stakeholders, often at very senior levels
- Represent the University externally, travelling on occasions in London, the UK and overseas.

Key Relationships

- Key colleagues in Professional Services, particularly Student & Academic Support, Admissions, QSO and Marketing
- College Heads, International Directors, academic faculty and professional services colleagues involved with recruitment and mobility activities
- University Management Team
- External agencies providing recruitment and market intelligence related services to the University, e.g. British Council
- Partner universities, Colleges and other partners in the UK, EU and overseas
- Specialist Study Abroad agents
- Peer role holders from other competitor and non-competitor Universities within and external to the UK

Person Specification

	Essential criteria	Desirable Criteria
Qualifications	<ul style="list-style-type: none"> • Educated to degree level or with equivalent practical experience • A management qualification or equivalent practical experience that demonstrates relevant levels of knowledge and skills (Level 5 or equivalent). 	<ul style="list-style-type: none"> • Qualification in marketing at a professional level or equivalent practical experience • A relevant professional qualification or CPD programme completion.
Training and Experience	<ul style="list-style-type: none"> • Substantial proven experience managing Global Mobility or similar functions in a large complex organisation and with broad sector and commercial awareness, including managing Student Mobility or similar functions, and a successful track record in developing and managing international partnerships, including negotiating and developing study abroad agreements, devising financial models, and experience of UK HE Quality Assurance and other regulatory frameworks. • Strong knowledge of the Bologna Process, Erasmus+ -funded programmes, and other EU/international issues. • Proven knowledge of the main issues and policies facing UK and worldwide HE, particularly around partnerships, international student mobility and overseas markets, and student funding, including political, regulatory and legislative • Significant experience of leading and managing a team, setting team objectives and measuring a team's performance. • Strong awareness and applied knowledge of Study Abroad market trends in areas such as demand, pricing, legislation and competitor activity. • Experience in developing and implementing at the strategic and operational levels effective approaches to student recruitment and retention, portfolio development and unit management. • Evidence of experience of managing teams of functional specialist budgets and 	<ul style="list-style-type: none"> • First-hand partnerships development experience in Westminster's key study abroad and exchange country markets: particularly Europe, USA, China and/or India.

	<p>successfully leading complex projects in an international higher education context.</p> <ul style="list-style-type: none"> • Effective resource management • Evidence of substantial experience of successful cross-cultural work in various locations • Experience of developing and managing recruitment agent networks. • Demonstrate a high level of communications skills, both written and oral. • Comfortable working with statistical information, e.g. collating and interpreting information from a range of sources. • Experience of drafting formal documents including business reports, presentations and guidance documents for public and internal consumption. 	
<p>Aptitude and abilities</p>	<ul style="list-style-type: none"> • Personal and political ability to balance being able to advise and influence in a non-confrontational and non-directive but assertive manner. • Ability to deal sensitively, patiently and diplomatically with complex and emotionally charged situations. • Ability to think and act strategically, whilst ensuring that services are effectively delivered. • Ability to communicate and secure working relationships and develop these in a way which enables all colleagues and students to take a greater part in decision making. • 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. • Well planned and organised 	
<p>Personal Attributes</p>	<ul style="list-style-type: none"> • Must share and exemplify the University's values. • Fully committed to creating a stimulating learning and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment 	

	<p>and discrimination are neither tolerated nor acceptable.</p> <ul style="list-style-type: none"> • Sound ambassadorial qualities for external representation of the University at high – level events. • Adaptability and the flexibility to remain 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. • Committed to self-development. 	
Other	<ul style="list-style-type: none"> • Willingness and flexibility to adapt working hours according to operational needs as required, including for: <ul style="list-style-type: none"> ○ international travel, often on an intensive schedule ○ out-of-hours relevant University and London-based events ○ overnight stays and weekend working. 	