



In-Country Student Recruitment Officer (India)

At Regent's University London, we have a bold mission of reimagining education, and we're looking for talented and passionate people to help us do that. We're ambitious, collaborative and curious in how we approach our work, each other, and the education we give our students.

Nestled in the heart of royal Regent's Park, Regent's offers a premium experience for staff and students. We champion an environment that cultivates possibility for everyone in our community.

Job description

Position details

Job title:

In-Country Student Recruitment Officer (India)

Department:

Customer & Commercial

Line Manager Job Title:

Senior Recruitment Manager

Location:

India

Job purpose

The In-Country Student Recruitment Officer will support international student recruitment by leading country student recruitment activity for India.

The In-Country Student Recruitment Officer will build and maintain strong relationships with schools, colleges and pathway providers; and establish processes to manage a portfolio of agents in line with the University's agent management framework. This will include representing the University at recruitment fairs, school visits and agent events.

The In-Country Student Recruitment Officer will also work in collaboration with UK based Recruitment, Marketing and Admissions teams to ensure coherent messaging and joined up recruitment activity.

The Regent's Way is a set of principles that guide our work and celebrate our unique offering – our strengths, our challenges and our commitment to continuous improvement.



We strive for excellence
We don't fear failure; we learn from it
We challenge ourselves



We're better together
We create synergy when we collaborate
We celebrate our successes



About people, cultures, ideas
We're inclusive and welcoming of new perspectives
We encourage learning and growth

Main responsibilities

Market Development & Recruitment Activity

- 1 Lead in-country student recruitment activity for India, with responsibility for generating a strong, sustainable pipeline of qualified applicants.
- 2 Independently represent the University at recruitment fairs, school visits and agent events.
- 3 Deliver high-quality student counselling to prospective students and parents at pre-application and application stages, ensuring accurate guidance on programme suitability and entry requirements.
- 4 Build and maintain strong relationships with schools, colleges and pathway providers to expand institutional reach and brand awareness.
- 5 Support the planning and delivery of in-country marketing and outreach activity, including online webinars, in-person events, and alumni-led engagement.

Agent & Partner Management

- 6 Develop, support and manage a portfolio of agents in line with the University's agent management framework.
- 7 Provide agents with regular training on programme developments, entry criteria, application processes and market positioning.
- 8 Monitor agent performance, market coverage and recruitment effectiveness, feeding insight back to the Global Student Recruitment Team and recommending adjustments where required.

Recruitment Strategy

- 9 Contribute to the development of Indian recruitment plans aligned to institutional targets and the broader international strategy.
- 10 Gather and report on market intelligence, competitor activity and student demand trends in India.
- 11 Use recruitment data and CRM insights to evaluate activity effectiveness and inform future planning.

12 Support university conversion activity.

Stakeholder Management and Reporting

13 Work closely with UK-based Recruitment, Marketing and Admissions teams to ensure coherent messaging and joined-up recruitment activity.

14 Maintain accurate records of recruitment activity, contacts and leads in the CRM.

15 Provide regular qualitative and quantitative reporting on recruitment activity, market performance and opportunities.

Other

16 Contribute to building a vibrant campus community by taking real accountability, collaborating with colleagues across the university and constantly adding value. Foster an inclusive, sustainable and safe environment for all through our EDI, Health and Safety and B-Corp initiatives and policies.

17 To undertake any other duties that may reasonably be requested appropriate to the grade and responsibilities of the post.

Person specification

1. Position details

Job title: In-Country Student Recruitment Officer (India)

Department: Customer & Commercial

Line manager job title: Senior Recruitment Manager

2. Person requirements

Job requirements	Assessment criteria	
	(e)ssential	(d)esirable
Qualifications & training		
Educated to degree level or equivalent	E	
Experience		
3+ years in international student recruitment, sales, education marketing within the Indian market.	E	
Prior experience working for a UK university/education provider.		D
Proven experience representing an education institution at recruitment fairs, school visits, agent events and presentations.	E	
Experience working with and managing education agents or external recruitment partners.	E	
Experience creating market recruitment plans and reporting.	E	
Knowledge, skills & competencies		
Existing professional network across Indian schools, counsellors or education agencies.		D
Strong understanding of the Indian education landscape, including key feeder institutions, regional differences and student decision-making drivers.	E	
Experience using CRM (preferable Salesforce).	E	
General attributes & personal qualities		
Excellent communication and presentation skills.	E	
Willingness and ability to travel extensively within India.	E	