



Regional Recruitment Manager

Regent's University London is a private university with a highly cosmopolitan community based in royal Regent's Park. With around 140 student and staff nationalities on campus, the university offers an exclusive and inspiring learning environment, with easy access to the wealth of professional and cultural opportunities of London.

Job Description

1. Position Details

- **Job Title**
Regional Recruitment Manager
- **Grade**
G
- **Department**
Enrolment Management Unit
- **Line Manager Job Title**
Regional Enrolment Manager

2. Job Purpose

Assist with the development and then execute a recruitment strategy for the priority countries you are accountable for to ensure that the University meets its enrolment targets and growth plan.

Work with your conversion and admissions colleagues to ensure that the conversion and enrolment of students that meet the academic entry requirements are optimised.

Ensure the customer journey experienced by students throughout the recruitment and admissions process is seamless and of the highest standard, particularly within your areas of responsibility.

Regent's Values

The post holder will be expected to operate in line with our workplace values which are:

Caring – cooperating with each other in an open, friendly way

Collaboration – working together to ensure problems are resolved

Excellence – in all that we do to achieve our goals and enhance the University's reputation

Integrity – showing honesty and respect so that people feel heard and valued

Internationalism – operating as a truly global university



Main Responsibilities

- 1 Develop and agree multi-channel recruitment plans for the priority countries you are responsible to include both digital and on and off-campus recruitment campaigns designed to deliver the quality leads necessary to meet the University's recruitment objectives.
- 2 Design and develop recruitment events and campaigns that will drive the quality leads necessary to meet your application and enrolment targets in conjunction with the digital marketing team and relevant academic stakeholders.
- 3 Represent Regent's University at an international level and works to elevate this within their professional networks.
- 4 Build and develop relationships with schools and colleges, agents, alumni networks and through other regional assets appropriate to your territories to promote the University and generate lead opportunities.
- 5 Plan, agree and deliver leading edge recruitment events and other activities with your team in line with your strategy for the territories you have responsibility for. Ensure they are delivered to the highest standard, to budget and achieve the predicted outcomes.
- 6 Work with the Conversion Officer in your team to plan and execute activities designed to maximise the conversion rates of any recruitment activities undertaken by the team on and off-campus or through digital marketing campaigns.
- 7 Work with the Admissions & CAS Manager in your team to ensure that the admissions process for all applicants who meet the University's course entry requirements and provide market updates where required for qualifications.
- 8 Ensure that all recruitment activity within your area of responsibility is operated to the highest standards of professionalism and both protect and enhance the academic integrity of the University.
- 9 Review and evaluate the performance of all recruitment activities that you undertake ensuring they add value and deliver a return on investment. Provide reports for the Regional Enrolment Manager to work out corrective action, as required where they do not.
- 10 Manage, deliver and report against any targets that you are required to achieve and take the necessary corrective action to address any areas of sub optimal performance. Submit reports on the performance of your territory to your Regional Enrolment Manager to an agreed format and frequency.
- 11 Identify any risks that emerge that may impact your ability to deliver your recruitment objectives and take the necessary action, in conjunction with other stakeholders, to mitigate these risks.
- 12 Build and maintain effective and productive working relationships with colleagues, clients and third parties and support the University's values.

- 13** Actively seek to implement the University's Health and safety policy, and give due regard to the health and safety of themselves and others when carrying out duties.
- 14** Actively seek to implement the University's Equal Opportunities Policy and promote equality of opportunity in relation to the duties of the post.
- 15** 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: Regional Recruitment Manager
Grade: G
Department: Enrolment Management Unit
Line Manager Job Title: Regional Enrolment Manager

2. Person Requirements

Job Requirements	Assessment Criteria	
	(E)ssential	(D)esirable
Qualifications & training		
Educated to degree level or equivalent.	E	
Experience		
Experience of meeting and exceeding targets within an international environment.	E	
Performed this role for a UK or international university with an understanding of the challenges faced within International Higher Education.	E	
Experience of leveraging a position to increase enrolments and enhance the University's profile internationally.	E	
Experience of the university recruitment and admissions process.	E	
Knowledge, skills & competencies		
Excellent written and oral communication skills in English and in other languages where this is required for the role.	E	
Strong business relationship building skills and can communicate effectively across a wide range of audiences and a variety of media.	E	
Strongly commercial and balances this with a need to maintain quality and academic integrity.	E	
Knowledge of UKVI, British Council, UKCISA.	E	
Effective user of Microsoft Office applications and student records systems especially SITS.	E	
Works with complex data and has experience of analysing, interpreting and presenting it to relevant stakeholders within a university setting.	E	
General attributes & personal qualities		
Develops strategies into tangible and actionable plans which will deliver the required results either personally or with others.	E	
Goal oriented and thrives working in a fast paced environment and understands the expectations of delivering on the targets as established by the University.	E	

Anticipates issues ahead of time, develops solutions to problems and makes decision that are effective and timely.	E	
A team player who works collaboratively with 'can do' mentality, embraces change and manages it a way that is positive for the business.	E	
Customer focused – anticipates the requirements of the customer (whether they be internal or external) and meets those needs in a timely manner.	E	
High level of Emotional Intelligence; able to read people and situations quickly and respond appropriately.	E	
Builds trust and retains the trust of others and promotes honesty and openness in their dealings with others.	E	
Manages conflict and change effectively and will make and stand by difficult decisions where required.	E	
Manages own workload effectively, delivers against own commitments and follows through on tasks to completion in a timely manner.	E	
Produces high quality and accurate work that they routinely sense check. Sets, works to and maintains high operational standards and is detail focused.	E	
Is highly organised and manages competing and conflicting priorities effectively, is calm under pressure and reprioritises own work to remain on course during periods of peak workload.	E	
Other / special requirements		
Accepts that international travel will be required for the role for part of the year	E	