

# **Recruitment Support Officer – West Africa**

## **Location: Hybrid (Lagos – Nigeria)**

### **The Role**

Student Recruitment sits within the Directorate of Communications, Marketing and Recruitment and holds responsibility for the planning and implementation of effective recruitment strategies to grow student numbers, in line with the University's Strategic Plan. The role holder will make a key contribution in growing the University's income through international student enrolments, engaging with multiple recruitment channels and stakeholders, and capitalising on business development opportunities.

The new post will help to achieve challenging recruitment targets for Ghana and Nigeria, and will assist the International Recruitment Manager (UK based) and West African Manager, (Nigeria based) in developing and delivering the recruitment strategy and tactics. The role holder will work with colleagues across Recruitment, Admissions and Immigration to assist in the management of the University's Student Route visa obligations with respect to responsible student recruitment and agent management. In addition, the post holder will work with colleagues to assist with profile raising and publicity activity for the region.

The Recruitment Support Officer will report directly to the West Africa Manager with whom he/she will work closely. This is a busy and varied role that will require both strong interpersonal and organisation skills, as well as some understanding of the context of international education. The post holder may be required to undertake travel in West Africa to support the recruitment efforts of the university. It is expected that the post holder will ultimately be based in Lagos, in a supported office by Commercium. The post will be hybrid, with two days based in the office and three days based at home.

### **The University**

The University of Stirling is a leading UK teaching and research-intensive university, created by Royal Charter in 1967. Since its foundation, the University has embraced its role as an innovative, intellectual and cultural institution with a pioneering spirit and a passion for excellence in all that it does.

In 2016, the University launched its current Strategic Plan <https://www.stir.ac.uk/about/our-vision/our-strategy/> (2016-2021), with targets to: be one of the top 25 universities in the UK; increase income by £50 million; enhance its research profile by 100 per cent; and ensure internationalisation is at the heart of everything it does.

With three-quarters of its research ranked world-leading and internationally-excellent (Research Excellence Framework 2014), the University's ground breaking, interdisciplinary research makes a difference to society and has a positive impact on communities worldwide. Stirling's research is making a positive impact on people's health, education and wellbeing, with key strengths across our research themes of: Cultures, Communities and Society; Global Security and Resilience; and Living Well. The University collaborates with international governments and policymakers, businesses,

industry, and charitable organisations, to tackle and provide solutions to some of the toughest global societal challenges.

## **About Us**

The Communications, Marketing and Recruitment Directorate encompasses Internal and External Communications, Strategic Marketing, Brand and Campaigns, Web & Digital Media, Home/EU and International Student Recruitment, and Admissions.

The Directorate provides a wide range of services to internal and external stakeholders and works closely with the University's senior management team. By adopting an integrated, holistic approach to our work, the Directorate ensures the University's strategic messages are effectively conveyed to and understood by our stakeholders, across a wide range of platforms in national and international markets.

## Key Responsibilities

- Provide a high quality, responsive, contact point for enquiries from prospective students and applicants, in liaison with the West Africa Manager.
- Proactively coordinate communications to agents and high school counsellors, including the management of Whatsapp groups.
- Assist the West Africa Manager in delivering effective pre and post CAS applicant engagement.
- Deliver outbound call campaigns at various stages throughout the student journey to facilitate conversion with the goal of increasing the acceptance rate.
- Develop resources to assist conversion activities including phone scripts, standard text and knowledgebase content.
- Update and maintain student files ensuring that individual applicant records are accurate and current.
- Handle general admission queries from International applicants, in coordination with the (UK based) Admissions teams.
- Collating applicant data collected at exhibitions and recruitment events and entering data on to the CRM and coordinating the appropriate follow-up.
- Organising any marketing mailshots including sending letters/e-mails for events and promotional campaigns as and when required.
- Monitoring brochure, prospectus, scholarship sheets, and other promotional material stock levels, requesting additional copies from the International Office where required or getting them printed/photocopied locally in Nigeria.
- Coordinating the dispatch of marketing materials for agent offices, schools and events as requested by the West African Manager.
- Follow-up telephone calls to students/alumni who are attending education exhibitions/missions/pre-departure briefings or alumni receptions.
- Make travel arrangements for trips undertaken by the Student Recruitment Manager, West African Manager and visiting delegates from the International Office which would include booking hotels, flights, transport, updating itineraries and sending booking confirmations.
- To help create accurate and engaging market specific content for the University of Stirling website and social media channels.
- Supporting the West African Recruitment Manager to attend student recruitment exhibitions, agent exhibitions and school events throughout the region.

## Person Specification

- Bachelor degree in business management, commerce, marketing, project management or equivalent. Relevant postgraduate or professional qualification is desirable not mandatory
- At least 3 years of experience in account management/social media marketing /administrative jobs/operations/ support functions
- Highly skilled in organising events, scheduling appointments, calendars and diaries
- The candidate needs to have good oral and written communication skills
- Should be well versed with IT skills in Microsoft office and Google suite
- Should demonstrate a working knowledge on social media marketing
- Should demonstrate analytical abilities and key focus on generating insights through data entry and collection
- The candidate needs to work independently, should possess high levels of attention to detail and be a team player
- The candidate should have an international passport