

JOB DESCRIPTION

Job Title:	Country Manager (W Africa, and Sub-Saharan Africa)
Reporting to:	International Manager for Rest of World (Africa, Middle East, Europe, and Americas)
Experience Level	Minimum 5 years of work experience in Higher Education Sector, including at least 3 years working for a Higher Education Institute

ABOUT THE ROLE

This role will lead the University's student recruitment strategy and operations principally in West Africa and later other key territories in Sub-Saharan Africa – to drive international student numbers. Alongside mainstream recruitment and marketing activities in this region, the post-holder will develop a range of strategic, recruitment orientated international partnerships including successful working relationships with key partners and stakeholders in this region (such as recruitment agents; universities; schools; colleges; the British Council, embassies and government officials, alumni and graduate employers) in order to increase recruitment of the best prospective students from the region to The University of Brighton.

The role holder will maintain specialist knowledge and expertise on the region to drive an agile response to market opportunities. The Country Manager will serve as ambassador for the University in the region enhancing the image of the University internationally to advance student recruitment and other international agendas.

The role will not have line management responsibility initially but as the territory expands this may form part of this role.

KEY RESPONSIBILITIES, ACCOUNTABILITIES AND DUTIES

- To lead on the development, implementation, monitoring, evaluation, risk management of the Recruitment Strategy and operations plan for the designated markets to include the development of the articulation channel of recruitment.
- To provide expert advice and guidance to University colleagues, including Recruitment, Admissions, Visa Compliance, and other Schools-based managers, on key issues concerning student recruitment in West Africa and Sub-Saharan Africa. This will include the provision of market, institution, and qualifications guidance by the International Office to the wider university.
- Management of selection, monitoring performance, and target setting of agent relationships in the designated region.
- To provide high levels of customer service to agents, applicants, and other key recruitment stakeholders
- To conduct research on designated markets in order to produce effective and costed marketing plans.
- To support the wider University, Directorate and Divisional aims, working with the Senior Management Team of the International Office and the wider Marketing & Communications function and other appropriate University colleagues on matters of strategic importance including alumni engagement.
- To contribute to the wider International Recruitment Strategy for the Rest of World region
- To develop and manage practices and procedures that ensure that confidentiality is maintained in line with data protection requirements and University Policy.
- To undertake such other duties as may be required from time-to-time by the International Manager (Rest of World) and the Head of Internationalisation commensurate with the level of responsibility of the role including representing the University in meetings with partner organisations.
- To ensure the provision of accurate information, advice and guidance to prospective students and other key stakeholders on issues relating to student recruitment and admission to the University of Brighton
- To manage senior management and academic visits to the region, by organising in-country recruitment activities and providing logistical support for travelling staff.
- Monitor and manage all KPI's and take necessary interventions with regards to the enquiry to enrolment pipeline.
- Select, plan, and execute student recruitment events that will maximise recruitment of quality students to the University. This will involve significant travel in the region (12 – 16 weeks)
- To lead on the University's digital marketing activities in the region collaborating closely with Marketing colleagues including the International Marketing officer in the development of marketing collateral for the target audience.
- To keep abreast of key policy developments that may impact on student recruitment and admissions.

- To ensure that confidentiality of information is maintained in line with data protection requirements and University Policy.
- To build positive relationships with school counsellors, agents, independent career counsellors, parents, and other key stakeholders.
- To build positive relationships with graduate recruiters and share leads with the University's employability team
- To undertake such other duties (for the office or more widely in support of enhancing the student experience) as directed by the international Manager (Rest of World) and Head of Internationalisation, commensurate with the level of responsibility for the role.

PERSON SPECIFICATION EXPERIENCE, SKILLS AND COMPETENCIES

- 3+ years of working experience in Higher Education sector **(Mandatory)**
- Experience of International Recruitment operations and/or strategy development in designated market
- Line management experience **(Preferred)**
- Budget Management experience **(Mandatory)**
- A high level of English Language competency (IELTS 7 or equivalent) **(Mandatory)**
- To possess a degree (preferably from a UK university), relevant professional qualification and/or substantial experience of delivering educational marketing activities. **(Preferred)**
- Extensive experience in a similar role in the education sector in designated or elsewhere. **(Preferred)**
- Up to date knowledge of the UK university application process and issues facing prospective international students and their advisers in relation to university admissions.
- A proven understanding of the West African HE system.
- Excellent customer service and communication skills (written and oral) demonstrating an ability to deal with a wide range of people with varying levels of understanding, with experience and aptitude for developing and delivering engaging presentations to a variety of audiences.
- A flexible team player with the ability to support colleagues including outside of the designated region of responsibility
- Willingness to travel within the region and to the UK. **(Mandatory)**
- Demonstrates an ability to be creative and solve problems, with experience of contributing to the development and improvement of systems and procedures.
- Strong numeracy skills, demonstrating accuracy and attention to detail.
- Excellent computer skills, with experience of using Microsoft Office.
- Demonstrates a commitment to international relations and the ability to work effectively and independently in a variety of contexts.
- Commitment to the University's values and behaviours.

This post requires a substantial amount of travel within the region and periodic travel to the UK for training purposes. Appointees must, therefore, be prepared to undertake such travel and to work outside regular office hours, including evenings and weekends, as necessary. The University operates arrangements to recognise this working pattern and to ensure an appropriate balance between working and non-working time.



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