

University of Strathclyde

Job Title: West Africa Manager (Nigeria)

Location: Lagos

As a Leading International Technological University, the University of Strathclyde has significant international reach and ambition.

Inspired by our founding mission as 'the place of useful learning', the University of Strathclyde makes a positive difference to the lives of our students, to society and to the world. Our reputation and influence is global, yet we are an institution firmly grounded in the heart of Glasgow, contributing to the social, cultural and economic life of Scotland through the presence of a vibrant, international student community.

The recruitment of talented students from across the globe is central to our strategy and we are seeking a skilled and experienced individual who can help to contribute to the next stage in our growth.

Profile of candidate

Based in Nigeria, the candidate will be fully dedicated to the **University of Strathclyde** to develop student recruitment from West Africa. The candidate will work closely with, and at the direction of, the Regional Manager and Senior International Recruitment Officer for the region, who are based in the University's Recruitment & International Office in Glasgow, Scotland.

This talented team, of over more than 40 staff, is responsible for attracting the very best students from across the UK and the world onto the university's undergraduate and postgraduate courses.

With an overall objective of meeting the university's ambitious international student recruitment targets, the postholder will be expected to:

- Provide effective and professional representation of the University of Strathclyde in marketing and student recruitment activities in West Africa.
- Take responsibility for market planning/development and relationship management within assigned market channels and networks in West Africa, including schools, agency partners, public/government bodies, and higher education institutions.
- Assist the Strathclyde team in contributing to forecasting and meeting overall institutional targets, and inputting to the production of market plans, regional briefings, and other market / country specific briefing papers.
- Supporting follow-up and conversion with prospective and existing offer holders.

The position involves frequent, sophisticated interaction with administration and faculty from the university and significant travel time is required (40%)

Key Responsibilities and Duties

- Plan marketing and recruitment activities for the University of Strathclyde throughout West Africa.
- Attend marketing events, conduct seminars and interviews, and engage in social media to recruit prospective students to the University of Strathclyde
- Select, train and performance manage University of Strathclyde agents across West Africa, driving growth and excellence.
- Host frequent interview sessions for potential students in conjunction with the agency network
- Conduct regular follow-up and conversion activity with applicants and enquirers (phone, email, Zoom, What's App) with excellent customer-service as standard.
- Engagement with school counsellors, sponsors, and funding bodies (as required) in support of recruitment objectives.
- Act as a resource for information on Strathclyde programmes, entrance requirements and application processes for key audience groups – applicants, parents, agency and school counsellors, sponsors and funding bodies.
- Brief and assist visiting Strathclyde staff and facilitate their involvement in marketing and recruitment activities.
- Conduct market research and recommend the development of admissions and other policies where applicable to the West African market, including providing regular statistical/trend analysis and horizon scanning, identifying highly sought after programmes.
- Support the wider University aims, working with the Recruitment & International Office and other appropriate University colleagues on matters of strategic importance.
- To develop and manage practices and procedures that ensure that confidentiality is maintained in line with data protection requirements and University policy.
- To undertake any other duties as are within the scope, spirit, and purpose of the job (for the Recruitment & International Office or more widely in support of enhancing the student experience) as requested by the Regional Manager or the Senior International Recruitment Officer, commensurate with the level of responsibility for the role.
- To operate in a professional manner, in adherence with the University values, and in a way that does not compromise the reputation of the University.

Essential and desirable experience

Essential

- 3+ years of experience in increasingly responsible roles related to education or international education.
- Bachelor's degree with good to strong academic performance.
- Strong English fluency. Proficient in business writing. Able to discuss strategy and analysis with English speakers.
- Excellent level of knowledge and understanding of current issues in higher education as they inform and influence higher education policy and student recruitment.
- 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 higher education system in West Africa.
- Proven experience and aptitude for relationship management in a cross-cultural context.
- Willingness to undertake extensive travel domestically and to the UK.
- Excellent organisational skills, able to plan and prioritise a variety of work activities in a busy environment and meet strict deadlines.
- Ability to work independently, remotely and to manage time effectively, progress tasks and work to deadlines while collaborating with the strategy of the Recruitment & International Office in Scotland.
- Computer-literate: articulate, confident, and competent in the use of the Internet, web maintenance, database systems, electronic communications, ability to handle statistics and financial data – producing reports from findings.

Desirable

- Experience working with a known institution.
- Study or experience abroad, particularly in the UK.
- Voluntary or other life experience that demonstrates creativity, hard work, persistence or drive to succeed.
- A demonstrable track record of success in developing, implementing, and coordinating student recruitment activity in a university or similar organization.

The Most Important Traits to Succeed

- Strong communication skills and able to influence others.
- Strong strategic skills – evaluate issues and make tactical recommendations.
- Good judgment, internal moral compass, and diplomacy.
- Able to multi-task and manage a balanced agenda.
- Strong customer sensitivity
- Attention to detail.
- Intelligence, creative problem-solving skills.
- Emotional maturity and confidence.
- Ambitious and driven to results.
- Initiative and resourceful