Dean for International Student Recruitment

Overview
The Dean for International Student Recruitment is responsible to the Vice-Principal for Global Engagement and has strategic responsibility for the effective implementation of initiatives to support achievement of the University’s international student recruitment ambitions and targets. The role holder will also lead coordination of the University’s engagement across a network of international stakeholders who advise, support or sponsor international students. These stakeholders include student recruitment agents and counsellors, international schools, and international government funding bodies. Relationship management will be a fundamental aspect of this work, and the role holder will work with Professional Services, Schools and academic disciplines, to ensure the approach to international student recruitment aligns with the University and Schools’ recruitment plans and aspirations.

The Dean for International Student Recruitment will be expected to work under the direction of the Vice-Principal for Global Engagement, but also to work closely with other members of the University Senior Management team, Heads of School, Heads of Professional Services and other senior managers.

The Dean will sit on relevant University Committees and Working Groups, and relevant committees in and across the Schools as appropriate, and represent the University on relevant external consultative bodies as required.

Principal areas of responsibility

- Acting as a source of accurate and informed perspective on all matters relating to international student recruitment, including UK and Scottish government policy, UUK and British Council as well as other sector body initiatives, and sector reports as they become available.
- Providing an authoritative and informed perspective on international student recruitment trends and market circumstances, challenges and opportunities, and coordinating work to benchmark the University’s international student recruitment performance relative to its peers, competitors and comparators.
- Leading the identification of external sources of market insight and data analysis to support the University’s appraisal of market exposures and opportunities, and to assist in the development of a strategic approach to market development and market prioritisation.
- To work closely with Heads of School, School Directors of Education, academic disciplines and professional service areas to develop and implement forward planning for international student recruitment growth by market, academic discipline and level of study.
- Working closely with academic and professional service staff across the University, to support the development of a market diversification plan to enable international student recruitment growth to be sustainable and to mitigate the risk of over reliance on any particular market or markets.
- Leading the monitoring and identification of changes in the provision of external services to support international student recruitment growth, including changes to the services of student recruitment referral agencies, student matching services, in-country representation providers, and providers of international student learning centres, for example.
- Working closely with academic and professional services staff, including the international team, to ensure the effectiveness of the University’s engagement with agent referral providers, as well as sponsoring bodies such as embassies and government funding bodies.
- Working closely with professional services staff to ensure the effectiveness of the University’s communications with and digital support for international agents and counsellors, including through the provision of promotional and marketing materials, and reviewing periodically the timeliness in the University’s payment of commissions, fees and incentive schemes relating to agency-based student recruitment.
- Ensuring that effective approaches to evaluating the value of the University’s engagement with a network of stakeholders to support student recruitment are in place and applied, including regularly reviewing, and making recommendations on, the cost of acquisition and return on investment in agency-based and sponsored student recruitment activity, and such other external services that the University may engage.
- Leading the University’s engagement with referral networks for the recruitment of high-quality applications from students from international schools, and leading the university’s engagement with international school networks and referral services.
• Identifying new programme portfolio opportunities aligned with stakeholder demand arising from the development of new markets, the continuing growth of volume markets, and market diversification.
• Leading on the coordination and recommendation of approaches to international student fee setting, deposits and discounting, and other scholarship arrangements, in relation to different international student recruitment markets.
• Convening relevant working groups established to progress the effectiveness of international student recruitment.
• International travel in support of international student recruitment is expected as part of this role.