

International Recruitment Officer



School/Department:	Marketing, Recruitment, Communications
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Grade:	6
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Reports to:	International Recruitment Manager
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Responsible for:	N/A
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Job Summary and Purpose:

The International Officer plays a key role in recruiting international students to UCA by delivering targeted activity across assigned global markets and within the UK.

Working closely with the International Recruitment Manager and wider team, the postholder will represent the university at events, build strong relationships with education agents and partners, and support prospective students throughout their journey from enquiry to enrolment.

This is a results-driven, dynamic, outward-facing role requiring excellent communication and presentation skills, cultural awareness, and a high standard of customer service. The postholder will contribute to the implementation of UCA's international recruitment strategy through both face-to-face and digital engagement while providing market insight to inform future activity.

The role involves regular international travel, including evenings and weekends, and requires a flexible and proactive approach.

1 KEY RESPONSIBILITIES

- Deliver international recruitment activity across designated markets, including attendance at overseas exhibitions, school and college visits, agent meetings, and online events. This includes planning, logistics, delivery and follow-up to support student recruitment and conversion.
 - Represent UCA professionally to a wide range of stakeholders, including prospective students, parents, agents, counsellors, and partner institutions both in person and online providing clear, engaging information about UCA and its courses.
 - Build and manage effective relationships with international recruitment agents and partners. Provide ongoing training, support, and performance feedback to ensure they represent UCA accurately and in line with recruitment goals.
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- Support conversion activity from enquiry through to enrolment, including email communication, webinars, applicant support, and follow-up campaigns in collaboration with colleagues in Marketing, Admissions, and Student Services.
- Monitor market trends and performance across regions, feeding insight into recruitment planning, highlighting emerging opportunities, and recommending actions to increase reach, engagement, and applications.
- Maintain accurate and up-to-date data in CRM systems, including partner records, event outcomes, and enquiry tracking. Use this data to support the evaluation of activity and continuous improvement.
- Support logistics and administration for international travel, academic staff visits, shipping of marketing materials, and hosting inbound visitors to UCA campuses.
- Ensure compliance with internal procedures and external regulations, including UKVI guidance, international qualification equivalencies, and UCA's policies.
- Collaborate effectively across departments, maintaining strong working relationships with colleagues in Marketing, Admissions, Finance, and Schools to provide a joined-up experience for international applicants and partners.
- Contribute to digital engagement and content creation, supporting the delivery of social media campaigns, online events, and region-specific marketing activities in collaboration with the Marketing team.

2 RESPONSIBILITIES OF ALL STAFF

- To undertake such other duties as are within the scope and spirit of the job purpose, the job title, and the grade.
 - Maintain and promote health, safety & wellbeing awareness and commitment within the framework of the University's Health, Safety & Wellbeing policy.
 - Take responsibility for health and safety of yourself and others in carrying out the duties of the role.
 - To promote equality, diversity and inclusion in your performance of your duties.
 - To actively participate in learning and development to meet the requirements of your role and the University.
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3 SELECTION MATRIX

Essential Desirable Used to shortlist

Representative Knowledge, Skills and Experience – Grade 6

1	Educated to degree level or equivalent higher education qualification.	x		x
2	Approximately one year's work experience in a relevant role, or further equivalent experience	x		x
3	Ability to communicate clearly in writing and deliver confident, engaging presentations to a wide range of audiences, while maintaining a high standard of customer service.	x		x
4	A good standard of numeracy and literacy, and the ability to assess data and information	x		
5	Ability to identify and resolve straightforward problems	x		
6	Ability to apply relevant policies and procedures, as they affect the role	x		
7	Familiarity with work priorities and those of others	x		
8	Application of relevant policies and procedures, as they affect the role	x		

Role Specific Knowledge, Skills and Experience

Essential Desirable Used to shortlist

9	Experience in supporting student recruitment activity, including event delivery, relationship management or international engagement.	x		x
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10	Knowledge of education systems and qualifications and/or experience working with international students, agents or partners.	x		x
11	Experience using CRM systems or similar tools for tracking, evaluating, or reporting on activity.		x	

Personal Attributes and Behaviours

11	Proactive and adaptable approach, with the ability to manage competing priorities, work independently and travel extensively.	x		
12	Strong interpersonal skills, cultural sensitivity, and a collaborative mindset, with a willingness to support wider team goals.	x		x

Does the role require a DBS? NO