

CANDIDATE BRIEF

Head of International Student Recruitment, Professional Services



Salary: Grade 9 (£61759 to £82930)

Reference: CSINT1044

We will consider flexible working arrangements

Overview of the Role

The Head of International Student Recruitment provides leadership and expertise on international student recruitment to enable and contribute to the University's aims for education, research, reputation, and financial sustainability. You will lead the development and delivery of the University of Leeds' international student recruitment strategies and operations designed to grow our international student population at both undergraduate and postgraduate levels.

You will have sector-leading capability for international student recruitment and contribute to the development of the University's international brand, profile and reputation. You will be an expert in innovative and market-leading recruitment tactics and understand the needs and behaviours of international applicants around the world.

You will provide a high level of strategic and operational leadership across the International Office and wider Corporate Communications and External Relations Directorate as a senior member of the International Office Leadership Team. You will work closely with colleagues across the University to maximise the impact and reach of global teams.

Main Duties and Responsibilities

- Lead on the development and implementation of the international recruitment strategy, including the planning and execution of recruitment, conversion, and channel strategies and tactics designed to grow our on-campus international student population.
- Work with academic and professional services colleagues across the University to ensure that colleagues are consulted and engaged in the development of the strategic approach to international recruitment and that the strategy becomes effectively embedded.
- Contribute to the setting and achievement of ambitious targets for international student recruitment, balancing quality, diversity and volume in number plans.
- Performance managing the international student recruitment pipeline, including monitoring, and evaluating conversion performance against agreed targets, using insights to propose and prioritise improvements to the applicant experience for defined audience segments and optimise conversion rates at each stage of the applicant journey.

- Continuously develop customer journey maps for each audience persona across all cohorts, reflecting the changing needs of target audience experiences and pain points.
- Leading on the benchmarking of competitor activity to identify best practice and refine activities undertaken across key touchpoints to align with this.
- Develop and oversee highly effective and efficient operations to support international student recruitment, including governance, policy, process management, and digital systems.
- Establishing and embedding best practice, continuously developing the people, processes, and technology required to maximise conversion performance.
- Develop channels and resources for market intelligence and management information to help the University of Leeds to identify and realise appropriate market opportunities.
- Engaging effectively with external bodies such as BUILA, UUKi International and the Russell Group to ensure alignment with national level legislation and best practice in international student recruitment.
- Lead, mentor, and manage a high-performing and geographically-dispersed team to develop a culture of strategic alignment, commercial capability, excellence in delivery, and collaboration.
- Management of international student recruitment budgets and costs including responsibility for managing change, submitting strategic budget requests, and measuring return on investment.
- Any other duties required, including deputising for the Director of International Office, as appropriate.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

Qualifications and Skills

Essential:

- Previous recent experience of working at a senior level in an international student recruitment role, in a public or private higher education institution or related organisation
- Proven track record of developing and delivering strategies to increase international student recruitment in existing markets and expanding into new markets
- Outstanding leadership skills, with the ability engage and motivate others and to build a culture of strategic alignment, delivery and collaboration within and between teams
- Exceptional communication and interpersonal skills and the ability to develop strong professional relationships, influence and drive decisions
- A focus on results evidenced by an excellent track record of delivery in a fast moving highly competitive and, preferably, a global environment
- Experience of managing a broad work programme of initiatives and projects across a range of functional areas
- Organisation and development of operations, systems and policy that deliver on objectives and build both scale and efficiency
- Significant knowledge and expertise of the global higher education sector combined with skills to develop and disseminate market intelligence, and data analysis
- High levels of initiative, able to manage a complex workload and be self reliant, and the ability to reconcile strategic, academic and business objectives
- A creative approach to problem solving, commercial acumen, judgement and prioritisation in a fast moving environment
- A willingness to travel when required

Desirable:

- Experience of establishing overseas based staffing presence

Additional Information

Working at Leeds

We are a campus based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

Our University

At the University of Leeds, we are committed to providing a culture of inclusion, respect and equity of opportunity that attracts, supports, and retains the best students and staff from all backgrounds. Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate. We particularly encourage applications from, but not limited to Black, Asian, those who belong to a minority ethnic community; people who identify as LGBT+; and disabled people. Candidates will always be selected based on merit and ability.

Information for disabled candidates

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at hr@leeds.ac.uk

Criminal Records

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.