

RECRUITMENT PACK

This document includes the following information:

- Job Description
 - Person Specification
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Making an application:

When completing the on-line application form you will be asked to answer questions to help you demonstrate how you meet the requirements of the post. Your answers will be used at the shortlisting and interview stages of the recruitment process. We therefore recommend that you take a copy of this recruitment pack to help with your preparation.

NOTE: You don't have to answer the questions in one attempt, but can save your incomplete application and return to it at another time. You may want to draft your answers using Microsoft Word and then copy your text into the application form. Please be aware that formatting (e.g. underline, bold, bulleting) will be lost in this process. If you are using an Apple product you will need to use an alternative web browser to Safari such as Google Chrome.

- Links to Guidance Notes and Frequently Asked Questions can be found on the Search Results page. These pages will open in a new window.
- **We recommend that you take a copy of this recruitment pack to help with your preparation.**

Our commitment to Equality, Diversity and Inclusion

At Essex our people are at the centre of everything we do and we aspire to build a culture in which every member of the University feels valued and can flourish.

We are committed to equality of opportunity, to being fair and inclusive. We therefore particularly encourage applications from candidates who are likely to be underrepresented in our workforce.

These include people from Black, Asian and Minority Ethnic backgrounds; disabled people and LGBTQ+ people and from women in our grades 9-11 roles.

The [diversity of our community](#) is more than where our staff and students come from. More than 1000 of our staff and students identify as LGBTQ+, more than 1,300 have declared a disability and many members of our community follow a religion or belief.

You can read more about our commitment to Equality, Diversity and Inclusion [here](#).

Our [Strategy](#) sets out how we will do this through the delivery of a fair and supportive working environment for all.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation [AccessAble](#) who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact resourcing@essex.ac.uk for help.

Closing Date: 1 November 2026

Interviews are planned for: To be confirmed

Expected start date: To be discussed at interview

JOB DESCRIPTION – Job ref (REQ10342)

Job Title and Grade:	Senior International Officer Grade 8
Contract:	Permanent, Full-time
Hours:	Your hours of work are as required to perform the duties of your role, for a full-time employee this is normally 36 hours per week.
Salary:	£38,784 - £46,049 per annum
Department/Section:	External Relations
Responsible to:	Director of Marketing and Student Recruitment
Reports on a day to day basis to:	Director of International Student Recruitment
Purpose of job:	To work as part of the Marketing and Student Recruitment team, with a particular focus on the recruitment of students from Latin America.

Duties of the Post:

The main duties of the post will include:

1. Lead responsibility for strategy development, market planning and implementation of recruitment campaigns for a number of key international markets (including, but not limited to, Latin America), including;
 - i. Developing, implementing and evaluating tactical country plans on an annual basis;
 - ii. Representing the University at international higher education exhibitions; both undergraduate and postgraduate, within key international markets;
 - iii. Developing and implementing country-specific conversion plans to maximise enrolments from enquirers and applicants;
 - iv. Delivering presentations and advice on a wide range of HE topics, such as application and admissions procedures, finance, and entry qualifications (at undergraduate and postgraduate level);
 - v. Using the University's CRM system to capture prospective student contacts and develop country-specific recruitment campaigns and evaluation methods;
2. Relationship management for a wide range of external contacts and key influencers including applicants, parents, alumni, the British Council, sponsorship bodies, education agencies, study abroad partners, schools and other education institutions. Act as a point of contact, regularly communicating in a timely and professional manner to handle enquiries and provide accurate information on admission requirements, policies and procedures, and the distribution of relevant university promotional materials.
3. To contribute to the University's Recruitment Sub-Strategy and planning process, including:
 - i. feeding country-level market intelligence into recruitment strategies and product development;
 - ii. helping to develop new market opportunities;
 - iii. delivering on institutional strategic aims and objectives;
4. Undertake recruitment activity within schools and colleges in a number of key international markets, including developing the University's schools' membership programme within the international context;



5. To develop links with educational institutions in the specified countries for the purpose of recruitment of cohorts of students through articulation/link agreements, ensuring compliance with University policies;
6. Work closely with the University's marketing team, specifically the International Marketing Officer, to ensure recruitment activity is underpinned by market-appropriate marketing;
7. Work closely with the University's market intelligence team to set recruitment objectives based on sound market research;
8. Work closely with the University's Regional International Office network to ensure sharing of best practice across all areas of the University's international recruitment;
9. To organise and facilitate visits to the University from partner institutions and prospective students;
10. To work closely with colleagues in the UK-based recruitment team to ensure all processes and systems required to deliver a high-quality recruitment function work effectively and are developed over time to reflect sector changes;
11. Working with academic departments to deliver on the objectives and specific actions within their departmental marketing plans, to foster and support their student recruitment activities, and to advise on trends and opportunities in student recruitment;
12. Keeping abreast of development in higher education, Tier 4 guidance and Competition and Marketing Authority compliance;
13. Any other duties as may be assigned from time to time by the Director of Communications and External Relations or their nominee.

The International Officer will work on a full-time basis and significant travel, both within the UK and internationally, will be required (around 12 weeks per year often with several weeks away at one time) throughout the duration of their contract.

Any other duties as may be assigned from time to time by the Director of Section or their nominee.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.

Terms of Appointment:

For a full description of the terms of appointment for this post please visit our [website](#).

**PERSON SPECIFICATION****JOB TITLE: Senior International Officer****Qualifications/Training**

	Essential	Desirable
▪ Degree or equivalent level qualification	☒	☐
▪ Professional qualification in either marketing or business	☐	☒

Experience/Knowledge

	Essential	Desirable
▪ Experience of public speaking, preferably to school and/or University-aged audiences	☒	☐
▪ Interest in and knowledge of current issues in the higher education sector	☒	☐
▪ Experience of organising events for a wide range of audiences	☒	☐
▪ Familiarity of undergraduate and postgraduate student funding sources	☒	☐
▪ Experience of international student recruitment activity, including developing country-specific plans	☒	☐
▪ Experience of developing partnership agreements	☐	☒
▪ Experience of working in the higher education sector	☐	☒
▪ Experience of working with recruitment agents and external stakeholders	☐	☒
▪ Experience of undergraduate and postgraduate recruitment	☐	☒
▪ Experience of various aspects of marketing, particularly publicity, advertising and knowledge of online opportunities	☐	☒
▪ Experience of using customer relationship management systems	☐	☒
▪ Knowledge of student visa compliance	☐	☒

Skills/Abilities

	Essential	Desirable
▪ Excellent written and spoken communication skills	☒	☐
▪ Excellent interpersonal skills with a record of influencing and motivating others	☒	☐
▪ Strong administrative experience and organisational skills	☒	☐
▪ A proactive, energetic, customer-focused and results orientated approach	☒	☐
▪ Ability to work under pressure and to tight deadlines	☒	☐
▪ Ability to enthuse and inspire others	☒	☐
▪ Flexibility, adaptability and the ability to work on own initiative and as part of a team	☒	☐
▪ Good IT skills, including Word, Excel, PowerPoint and Access (or similar)	☒	☐
▪ Excellent customer service skills	☒	☐
▪ Conversational Spanish	☒	☐
▪ Ability to analyse market research to inform strategy development	☐	☒

▪ Ability to produce comprehensive evaluation reports to underpin strategies	☐	☒
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Other

	Essential	Desirable
▪ Ability to meet the requirements of UK 'right to work' legislation*	☒	☐
▪ Willingness to work outside usual office hours (evening and weekend) and to travel (UK and overseas) spending periods of time away from home as required	☒	☐
▪ Have a full UK-valid driving licence	☐	☒

* In accordance with Home Office guidance and the Asylum, Immigration and Nationality Act 2006 the University of Essex has a responsibility to ensure all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. For those who do not have a right to work in the UK, the University is a UKVI licensed sponsor and may be able to provide sponsorship to successful candidates who are offered skilled roles and meet the eligibility criteria. Further information about UK immigration requirements and working in the UK can be found on the Home Office website www.gov.uk/skilled-worker-visa

ADDITIONAL INFORMATION

External Relations

You can find more information about the department on our website: [Professional Services | Staff Directory | University of Essex](#)

General information

Informal enquiries may be made to Simon Foster, Director of International Student Recruitment (s.j.foster@essex.ac.uk), however, all applications must be made online.

At the time of a job offer, the possibility of hybrid working, will be discussed and considered on an individual basis, but you will be required to have a main residence in the UK to be able undertake this role.

Our Strategy

Please find a link to the University of Essex Strategy webpages below:
<https://www.essex.ac.uk/about/university-strategy>

Pay and benefits

We advertise our salaries on a range to indicate the trajectory of progression that can be made. Appointments are usually made at the start of the salary range. The university salary structure includes automatic pay progression within the published grades, subject to service and performance. In addition to this, there are performance related annual pay review schemes in place.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development
- Family friendly policies
- On campus childcare facilities, for more information visit www.wivenhoeParkdaynursery.co.uk
- Relocation support package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension and bicycle schemes)

Staff communities, networks and forums

We are proud to have a number of [staff Networks](#) including: [Access Forum](#), [Black Asian and Minority Ethnic community Staff Forum](#), [Essex Women's Network](#), [Global Forum](#), [LGBTQ+ and Allies Community](#) and [Parent's Support Network](#).

Our Colchester campus based [Faith Centre](#) hosts regular services, meetings and events organised by our chaplains and faith representatives.

This document is produced by:
Resourcing Team
People & Culture
University of Essex
Wivenhoe Park
Colchester CO4 3SQ
United Kingdom
Email: resourcing@essex.ac.uk

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