



Job Description

JOB TITLE	Director of International	GRADE	Spot
DEPARTMENT	Directorate of Student Recruitment, Marketing & Admissions	REPORTS TO	Executive Director of Recruitment, Admissions and Marketing
LOCATION	University of Wolverhampton/Hybrid	DIRECT REPORTS	International Recruitment Team, International Conversion Team, In-Country Officers

CONTEXT:

The Director of International will work with the Executive Director of Recruitment, Admissions and Marketing in the delivery of the University's International Strategy, with a particular and immediate focus on the recruitment of international students and development of current and new international markets. This includes the nurturing and management of the International Recruitment Team, International Conversion team and In-Country Officers; the full recruitment cycle through market prioritisation, acquisition strategies, management of channels, delivery of enquiry and conversion activity, marketing and efficient admissions in partnerships with the Head of UK and International Admissions. The Director of International is responsible for developing and executing activities to achieve international student recruitment targets, developing existing and future international target markets and ensuring a smooth and effective integration with the University's Admission process.

The Director of International must uphold and model the University's values of accountability, resilience, inclusivity, and ambition.

Accountable – We take pride in what we do and how we do it, take responsibility for our actions, and operate with transparency and integrity.

Resilient – We have a positive outlook; we are adaptable and recover from setbacks.

Inclusive – We are welcoming, respectful, collegiate and supportive.

Ambitious – We are imaginative, confident, innovative, and deliver excellence.

CONTACTS:

INTERNAL	staff at various levels in all internal departments and faculties
EXTERNAL	staff at various levels in external organisations and academic institutions. This will include agents, partners, embassies and educational departments in target regional markets

BUDGETARY RESPONSIBILITY:

Responsible for the management of the budget allocated to international recruitment and conversion. The overall budget oversight will sit with the Executive Director of Recruitment, Admissions and Marketing.

JOB PURPOSE:

Director of International will report to the Executive Director of Recruitment, Admissions and Marketing. They will lead the strategic development and delivery of growth in international recruitment on campus, and associated income generation, for the University.



Director of International is also expected to work closely with the Head of International Partnerships to ensure that partnerships and pathway providers feed into the recruitment plans, and the Head of Alumni and Development regarding how best to build on the global alumni community.

Liaising with colleagues across the University and working with external stakeholders, the post holder will engage with academic schools, professional services, the university's agent network and partners to ensure that the international student recruitment activities are effectively coordinated and delivered and aligned with the University's international strategy.

KEY OBJECTIVES:

As a senior member of staff at the university, the role has a number of strategic objectives to be delivered that the role is responsible for, these are outlined below:

- Increasing applications and conversion rates for international student recruitment in line with the university's growth plans.
- Responsibility for achieving international student recruitment targets.
- Overseeing increased marketing and brand profile internationally, protecting and enhancing our reputation in markets, increasing leads generated year on year and conversion rates from lead to application in line with the university recruitment growth plans.
- Ensure our Educational Agent partners are compliant in line with our UKVI BCA compliance thresholds outlined within our agent contracts, ensuring annual reviews take place, taking swift action to exit with partners where necessary and making sure we are not RED rated within our RAG rating review for our immigration policy action plan.

MAIN DUTIES AN RESPONSIBILITIES:

1	To work with the Executive Director of Student Recruitment, Admissions and Marketing to translate the International Strategy into deliverable operational plans, monitoring and evaluating performance against agreed targets and timely reporting of progress of results and outcomes.
2	To enhance and protect our reputation globally and drive a market led approach to managing the recruitment and conversion functions, using market intelligence, benchmarking and other insights to implement best practice from the sector in nurturing and developing a high performing international recruitment and conversion function at the university.
3	To oversee the production and implementation of the international recruitment, marketing and conversion teams operational plans. Through this, the role will lead activity to generate business and identify new recruitment markets and channels, ensuring continual development of new business and sustainability of existing channels.
4	To drive the work required to meet or exceed targets including advising on opportunities for new programme developments to tap into new market demand.
5	To recruit, coordinate and monitor a network of agents appointed by the University to support international recruitment activity.
6	To manage the performance of the University's recruitment agents including setting performance expectations, tracking performance, ensuring compliance with relevant legislation, delivery of training, and effective management of contracts and payment of agents' commission.



7	To ensure ongoing evaluation of the impact of international student recruitment activity, assessment of ROI, production of reports and improvement proposals with regards to issues and policies relating to international student recruitment.
8	To provide effective leadership, development and performance management of the International Recruitment and also the International Conversion Teams working collaboratively with colleagues cross the University to drive growth of international students at the university.
9	To take responsibility for the co-ordination, operational management, and development of international recruitment activity with faculties, ensuring existing activity and opportunities are appropriately evaluated, recorded and communicated across the university, and that all activities comply with the University regulatory and due diligence requirements.
10	To identify emerging risks to the University's recruitment targets and formulate plans to mitigate risks by managing across the breadth of the University's international recruitment activity, this will include monitoring risks and compliance in relation to UKVI.
11	To explore, scope and drive effective use of systems, including CRM systems, to manage lead generation and deliver professional and robust account management approaches, using dashboards to evidence progression and outcomes.
12	To utilise strategic insight, expertise and sector knowledge to inform programme development, pricing, student number planning and forecasting.
13	To support and contribute to the development and implementation of the University's Alumni Strategy Internationally, overseeing and organising overseas events as requested when in country.
14	To provide regular updates on the implementation of the International Recruitment strategy to the Executive Director of Student Recruitment, Admissions and Marketing and relevant committees/working groups as required.
15	To work with the University Marketing team to ensure that international marketing and publicity activity is coordinated and complies with CMA and OfS guidance and best practice across the sector.
16	To maintain an exceptional awareness of the external market to drive strategic developments to grow income to the University.
17	To ensure our core activity delivers a positive student experience at all times and there is a focus on constant improvement.
18	To lead and develop high performing teams, building a culture of cross-institution collaboration and driving continuous improvement.
19	To oversee the financial responsibility for pay and non-pay budget within international recruitment
20	To represent the University at a senior level, developing relationships with senior stakeholders across the education sector and key regional and government bodies.
21	To develop and implement international recruitment and associated marketing strategies and ensuring appropriate market diversification.
22	To manage resources effectively and efficiently, and with a view to maintain quality in our service levels and provision.
23	To work collaboratively with the wider Global Opportunities Office but also to work independently, using their networking skills and initiative to develop new recruitment initiatives and partnerships whilst adhering to University approval processes.



24	To undertake representational duties for the University both in UK and overseas and any other duties commensurate with the grade of the post, as may be required by the Executive Director of Student Recruitment, Admissions and Marketing.
25	To ensure UKVI compliance metrics are monitored and adhered to with our educational agent partners. This will include taking decisions to exit relationships where necessary
26	To oversee compliance with reference to UKVI BCA metrics aligned to our international student recruitment and ensuring we are performing above the BCA thresholds

OTHER FEATURES OF THE POST:

All members of the Directorate of Student Recruitment, Marketing and Admissions will be expected to

- Contribute to the team approach;
- Make a positive and active contribution to regular team meetings, service and process reviews, and other initiatives and developments as required;
- Work collaboratively and proactively with colleagues in other University departments;
- Promote equality and diversity in all activities and behaviours;
- Undertake active personal professional development.

The post holder will be required to undertake evening and/or weekend duties as part of their normal working hours and additional hours as required to fulfil the full duties and responsibilities of the role.

Flexibility and adaptability is required as the post holder may be asked to cover other international regions in order to provide support where it is required and to meet business needs. Such changes may be on either a temporary or permanent basis and will be discussed and agreed with the post holder in advance.

The post will require significant overseas travel.

This job description sets out the duties of the post at the time that it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

GENERAL DATA PROTECTION REGULATION (2018):

You will be familiar with the above legislation and will, at all times, be mindful of your responsibilities under the above Act. Attention is specifically drawn to the need for confidentiality in handling personal data and the implications of unauthorised disclosure.

COMPUTER MISUSE ACT (1990):

You will need to have regard for the provision of the above Act and in particular take such steps as may be necessary to prevent unauthorised access to computer material (Section 1) and the unauthorised modification of computer material (Section 3).

HEALTH AND SAFETY:

You may be expected to undertake emergency first aid training. You must ensure, as far as is reasonably practicable, that you are familiar with all relevant Health and Safety legislation and recommendations and that these are observed within your areas of responsibility. Attention is drawn to the University's policy



statement on Health and Safety at Work, copies of which have been displayed on noticeboards in the University. Any accident in your area must be entered in the accident book.

DATE CREATED	OCTOBER 2026
DEVELOPED BY	MELANIE FOWLER



PERSON SPECIFICATION: DIRECTOR OF INTERNATIONAL

ATTRIBUTE	ESSENTIAL	DESIRABLE
Standard of education	<ul style="list-style-type: none"> Degree level or equivalent qualifications 	<ul style="list-style-type: none"> Membership of a professional body/professional qualification as appropriate
Academic qualifications		<ul style="list-style-type: none"> Postgraduate qualification
Professional qualifications		
General experience	<ul style="list-style-type: none"> Cultural awareness and understanding and provision of excellent customer service to stakeholders Evidence of entrepreneurial expertise Excellent leadership skills and motivational skills with a strong team building focus Self-motivated and proactive in approach to challenges and opportunities People development capability with a strong continuous professional development orientation Able to operate in a structured yet complex and challenging environment Effective chairing of Committees/ meetings Ability to identify new opportunities and develop creative and innovative solutions 	<ul style="list-style-type: none"> Ability to speak a second language
Specific knowledge and skills	<ul style="list-style-type: none"> Experience of working in UK Higher Education Significant knowledge and understanding of International Student Recruitment and the opportunities and risks presented by international student recruitment activities. Experience in the identification of business opportunities, developing product and responding to stakeholders Significant demonstrable experience of delivering growth (in student numbers and revenue) in a Higher Education environment in relation to International Student Recruitment Experience of working in a student recruitment role with responsibility for market management and development A strong understanding of the HE International Student recruitment landscape including key markets and competitor activity Experience of working collaboratively with stakeholder organisations/ external 	<ul style="list-style-type: none"> A track record of change management and delivery of innovative solutions Evidence of successful bid writing to secure external funding and management and reporting of any finance received



	<p>agencies/ professional bodies and/or employers relevant to the service</p> <ul style="list-style-type: none">• Experience of managing and coordinating resources and demonstrable experience of working with regulatory processes and governance systems• International experience and understanding of international market/developments in areas relevant to the service• Experience of building and sustaining internal and external relationships• Ability to leave a change management agenda and to embrace new ways of working• Experience of leading and managing staff, ensuring colleagues work towards agreed objectives and deliver results	
Personal attributes	<ul style="list-style-type: none">• Proven sensitivity to cultural issues relating to international liaison work.• Proactive, innovative and professional approach• Excellent interpersonal and communication skills• Proactive and professional approach• Excellent oral and written communication skills, with the proven ability to write and present persuasively to a wide variety of audiences• Ability to inspire confidence and build rapport with all stakeholders• Ability to work as an effective team member to support the wider University Strategy and to work collaboratively to persuade and influence strategic direction• Willingness to work flexibly to meet the demands of the job	
Other	<ul style="list-style-type: none">• Willingness to undertake significant overseas travel	