Job Profile

Post: International Officer

Job number: 0001OXB

Reports to: Associate Director – International and Admissions

Hours: Full-time, 37 hours per week

Contract type: Permanent

Campus base: Based at Bishop Otter Campus but required to work at any centre where University business is conducted that is within reasonable distance of the campus base. There will also be a requirement for the post holder to support and attend University-wide events and this will include occasional evening and weekend work. This may also require some international travel.

Function of the Post:

The International Officer plays a key role in strengthening the University's global profile and attracting high-quality international students. The postholder is responsible for delivering targeted recruitment activity across assigned regions, building strong relationships with partners, agents and potential prospects directly and will provide expert guidance to prospective students throughout their decision-making journey. Working closely with colleagues across MRAC and academic schools, the International Officer ensures the University meets international recruitment goals and targets whilst offering an excellent applicant experience. The post requires a willingness to travel both overseas and within the UK, for an average of between 8 and 12 weeks per recruitment cycle (September to August) ordinarily conducted in one to two-week blocks.

Principal Accountabilities:

- Deliver recruitment activity across designated international markets, including travel for fairs, school visits, agent training, and in-country events.
- Build and maintain strong relationships with education agents, schools, colleges, and international partners.
- Represent the University at international exhibitions, webinars, fairs and events as required, acting as a knowledgeable and credible ambassador.
- Monitor market trends, competitor activity, and policy changes to information recruitment strategy and identify new opportunities.

- Provide trusted advice and guidance to prospective students and their families on courses, entry requirements, visas, scholarships and the application process.
- Respond promptly and professionally to enquiries, ensuring a high-quality applicant experience.
- Support conversion activity through personalised communications, webinars, offer-holder events, and digital engagement.
- Work with MRAC colleagues to develop culturally relevant content and messaging for international audiences.
- Collaborate with academic schools to promote programmes effectively and support subject-specific recruitment needs paying close attention to the delivery of commercial targets.
- Work closely with Admissions to ensure smooth applicant processing and to resolve complex cases with a focus on conversion activity and building strong pipelines.
- Provide market insights and feedback to internal teams to support planning, forecasting, and product development.
- Contribute to the development and delivery of international campaigns and digital content.
- Track performance against recruitment targets and provide regular reports on activity, outcomes, and market intelligence.
- Maintain accurate records of engagement, agent performance, and applicant pipelines.
- Ensure compliance with UKVI regulations, ethical recruitment standards, and institutional policies.
- Support risk assessment and due diligence processes for agents and partners.
- Deliver online and in-person events to support recruitment and conversion, including webinars, Q & A sessions, and offer-holder activities.
- Work with MRAC colleagues to create region-specific content for social media, email campaigns, and digital advertising.
- Provide insights to inform the development of international web pages, prospectuses, and promotional materials.
- Assist the Associate Director - International and Admissions with any other duties as required.

Teamwork

- Understand and actively embrace the University's distinctive sensibility, the qualities, values and characteristics expected of everyone working for the University.
- Act as a responsible team member, leading where agreed, and develop productive working relationships with other members of academic and professional services staff.
- Contribute to and/or lead on team and departmental meetings, training and/or committees internally or externally.
- Contribute to the development of new systems and procedures.
- Work with colleagues and students to sustain and strengthen an inclusive, supportive, caring and authentic learning community.

Other duties:

You are required to undertake such other duties appropriate to the grade and content of the work as may reasonably be required of you. The list of duties in this job profile should not be regarded as exclusive or exhaustive and require a flexible approach to work. Please note that, in consultation with you, the University reserves the right to update your job profile to reflect changes in, or to, your post.

Equality, Diversity & Inclusivity

- Take responsibility for upholding and complying with the University's Equality, Diversity and Inclusivity policies and for behaving in ways that are consistent with fair and equal treatment for all.
- Take responsibility for own learning and engagement with equality issues and actions and consider the impact of their actions to ensure that they do not have a detrimental effect on achieving equality of opportunity.

The University believes that everyone has the right to be treated equally and that the diversity of individuals and groups should be embraced, valued and respected. The University is committed to eliminating any form of discrimination be it direct, indirect, harassment or victimisation, and to support this the University has a number of policies that staff should ensure they are familiar and compliant with. All policies are available on the University's Intranet. Any breaches may lead to termination of employment.

Health and Safety

Take responsibility for ensuring that workplace responsibilities within the University are carried out with full regard to, and in support of, the University's Health and Safety policies. This might include acting as Health and Safety Co-ordinator, Fire Warden, Risk Assessor, First Aider or other Health and Safety Representative.

Sustainability and Environment

The University is fully committed to sustainable development and environmental initiatives. It accepts its environmental responsibilities and recognises the contributions it can make to the resolution of global, regional and local environmental issues. The University will continuously seek to improve its environmental performance and will comply, as a minimum, with all relevant environmental legislation, regulations and codes of practice. All staff are required to support the aims of the University's Environmental & Sustainable Development Policy.

Data Protection

You will be responsible for ensuring that workplace responsibilities, within the department, are carried out in compliance with the requirements of the Data Protection legislation and the Employment Practices Data Protection Code, especially concerning confidentiality, treatment of personal information and records management.

Right to Work

The current British and European Law states that the University cannot employ a person who does not have permission to live and work in the UK. Immigration guidance is available at https://www.gov.uk/guidance/new-immigration-system-what-you-need-to-know. All new employees will need evidence of their right to work including evidence of settled status, pre- settled status or a valid visa. Please note the University is unable to financially support any visa applications.

This role is unlikely to meet the minimum standard required for skilled worker visa sponsorship. Rules around salary requirement are complex and we appreciate there may be many other routes for

consideration. Information and guidance regarding visas and Right to Work evidence is available from the Government website https://www.gov.uk/check-uk-visa.

Disclosure Service Certification from the Disclosure and Barring Service

University staff may be required to hold Disclosure Service certification from the Disclosure and Barring Service (DBS). The University is a registered body with the Disclosure Service, reference number 20537300005. Further information about the Disclosure and Barring Service is available from the DBS website at https://www.gov.uk/government/organisations/disclosure-and-barring-service

Principal Attributes and Person Specification:

Essential requirements are those, without which, the candidate would not be able to do the job. It is expected that the post holder will have the knowledge and qualifications indicated, or equivalent qualifications and experience.

Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Selection Criteria	Essential	Desirable
Knowledge and Qualifications		
Undergraduate degree or relevant work experience.	●	
Strong understanding of international education markets, recruitment channels, and global mobility trends.	●	
Knowledge and understanding of visa processes.		●
An understanding of some of the practical challenges faced by international students in the UK.		●
Knowledge of overseas qualifications and their equivalences.		●
Understanding of student recruitment cycles and the needs of prospective students.		●
Skills		
Cultural awareness and sensitivity, with the ability to work effectively across different regions and time zones.	●	
Excellent interpersonal skills with the ability to build strong relationships with agents, partners, and prospective students.	●	
Strong organisational skills with the ability to manage multiple markets, deadlines, and travel schedules.	●	
Excellent communication and presentation skills, with the ability to engage diverse audiences confidently.	●	
Ability to work effectively as part of a team or alone.	●	

Strong stakeholder engagement skills and the confidence to challenge, negotiate and deliver positive outcomes in commercially focused environments.	●	
Tenacity and drive to deliver on goals and targets.	●	
Language skills relevant to key recruitment markets.		●
Experience		
Experience of delivering webinars, digital events, or online recruitment activities.	●	
Experience in international student recruitment, global engagement, or a customer-facing role.	●	
Experience of working in a fast-paced team environment to tight deadlines.	●	
Experience of working with agents and third-party suppliers.		●
Personal attributes		
Willingness to travel internationally and work flexibly to support global time zones.	●	
The ability and willingness to learn new skills, multi-task and be achievement orientated.	●	
A positive, helpful and flexible attitude to work.	●	
Ability to maintain confidentiality, deal with sensitive data and be discreet.	●	

Salary Grade: 9
Date profile is raised: November 2026
Skilled Worker Route SOC Code: N/A

Together

We achieve