University of Roehampton London



Job Description

Job title: International Officer (Study Abroad and Full-Degree)

Reports to: Roehampton Abroad Manager

Department: Recruitment & International Development

Grade: RU07

Main purpose of the job:

The postholder will support the development and delivery of the University's international recruitment activity across both full-degree programmes and Study Abroad opportunities, including semester-based study and the International Summer School. The role will contribute to recruitment planning, lead generation and conversion, market development, partner relationship management and the effective delivery of a high-quality applicant and student experience.

The postholder will develop and maintain productive relationships with overseas institutions, recruitment partners and internal colleagues; identify opportunities to grow applications and enrolments; and ensure that Study Abroad students and partners receive effective support throughout the programme lifecycle. The role will use market intelligence, performance data and stakeholder feedback to inform activity, improve processes and contribute to the wider international recruitment and Study Abroad business plans.

Main duties and responsibilities:

1. Contribute to the development and delivery of the University's annual international recruitment and Study Abroad plans, including market-specific plans. Use market intelligence and performance data to recommend priorities, actions, timelines and measures of success, and deliver the agreed application, conversion and enrolment targets for an allocated portfolio.
2. Plan and deliver lead generation and conversion activity for full-degree programmes and Study Abroad, including targeted follow-up, partner engagement, events and campaigns, adapting the approach in response to results.
3. Present the University's programmes and student opportunities to prospective students and partners in a clear, professional and persuasive way. Tailor content to audiences with differing levels of knowledge, understand their needs, and address questions and objections
4. Gather and analyse market, application and conversion data to identify trends, opportunities and risks. Produce reports and make evidence-based recommendations to the Roehampton Abroad Manager.
5. Identify, develop and maintain sustainable recruitment channels and partnerships to broaden participation and attract appropriately qualified students, negotiating and influencing to secure partner commitment.
6. Manage day-to-day relationships with an allocated portfolio of overseas institutions, recruitment partners and other stakeholders, from initial engagement and application through to programme

delivery and follow-up. Resolve issues independently and escalate complex or strategic matters to the Roehampton Abroad Manager

7. Build and maintain productive working relationships with internal colleagues, including Admissions, Registry, Student Administration, academic departments and Marketing. Resolve cross-team issues to give applicants and students an effective end-to-end service.
8. Represent the University at recruitment fairs, partner meetings, exhibitions and other external events, and undertake recruitment visits and missions as required.
9. Coordinate and deliver the day-to-day operation of incoming Study Abroad programmes, including semester-based programmes and the International Summer School / Study in London. Work with internal and external stakeholders to resolve operational issues as they arise.
10. Coordinate student-facing information and communications, including pre-arrival nurture activity, practical guidance and orientation arrangements, working with internal and external stakeholders as appropriate.
11. Monitor student and partner feedback and review processes and procedures. Recommend and implement improvements that enhance the experience, support recruitment and repeat participation, and reduce administrative barriers.
12. Contribute to raising the profile of the University's full-degree and Study Abroad opportunities among prospective students, overseas institutions and other audiences, including maintaining relevant web content and marketing collateral.
13. Contribute to the development and delivery of annual recruitment and Study Abroad plans, including identifying priorities, actions, timelines and measures of success.
14. Plan and manage small projects and competing priorities, maintaining accurate databases, records and reports and meeting agreed deadlines.
15. Identify opportunities to improve processes, systems and the student and partner experience, and work collaboratively to implement practical improvements.
16. Contribute to the business planning, delivery and continuous improvement of Roehampton Abroad activity, supporting the wider team and service.
17. Undertake international and domestic travel, and occasional evening or weekend work, as required by recruitment activity and programme delivery.
18. To undertake any other requirements commensurate with the seniority of the post/as required by the head of department

Person Specification

The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria.

Requirements	E/D	Criteria
Education and Qualifications	Essential	• Educated to degree level or equivalent experience
	Desirable	• CIM or other relevant professional qualification.
Knowledge and skills	Essential	• Excellent negotiating and influencing skills to establish effective, sustainable recruitment channels and partnerships. • Ability to lead on major projects from initial concept through to delivery. • Take a continuous enhancement approach to work understanding when something could have been delivered differently.

		• Understanding of the UK and international Higher Education environment. • Ability to build and maintain relationships with university staff, external agencies and other stakeholders, which will endure over time. • An understanding of the types of problems that international students can face when transitioning to their new home and during their time abroad. • Ability to research and understand all options for student recruitment campaigns and give well-reasoned recommendations and solutions to problems. • Ability to create and deliver dynamic student and partner-oriented events. • Ability to combine creativity with an eye for detail. • Ability to combine long-term and strategic thinking with a willingness to adapt quickly to changing circumstances. • Ability to take the lead on the maintenance of web pages and other marketing collateral. • Proficient IT skills, including spreadsheets, databases and web content management. • Ability to use data to inform decision-making. • Ability to engage in appropriate professional activities to maintain knowledge and skills and develop their thinking.
	Desirable	• Ability to speak more than one language. • Understanding of the US Higher Education and Study Abroad policy environment.
Work experience	Essential	• Experience of working in a sales environment and delivering targets and return on investment. • Experience of taking a student and partner-centred approach to activity in a higher education setting. • Experience of working with students dealing with complex issues, responding in a timely and sensitive manner and knowing when to refer the issue on to professional wellbeing staff. • Experience of developing mutually beneficial partnerships and business relationships. • Experience of prioritising workloads in a dynamic and changing environment. • Experience in successful relationship management of a diverse stakeholder group. • Track record of developing and delivering a high-quality experience for international students. • Experience of capitalising on business opportunities in a fast-paced external operating environment.
	Desirable	• Experience in an International HE setting. • Experience of private sector recruitment activities.
Communication skills	Essential	• Ability to deliver engaging presentations about Roehampton to external audiences, typically in relation to the possibilities of studying abroad at the University, adapting tone and message accordingly. • Able to inspire prospective overseas students about the prospect of studying in the UK. • Excellent interpersonal skills and an ability to communicate with a variety of stakeholders using the appropriate tone for each instance. • Ability to communicate effectively and authoritatively with institutional representatives and students by phone, email and in person.

		• Able to deliver presentations to groups of people where there are diverse levels of understanding of the subject matter. • Excellent written communication, including the ability to write recruitment business plans and other related reports, documents and website material clearly, concisely and grammatically.
Other requirements	Essential	• The role will require international travel together with the ability to work occasional evenings and weekends.
	Desirable	• Lived, studied or worked abroad.

Additional Information

- The appointment is offered on a permanent, Full-time basis immediately, subject to references.
- The appointment is usually made at the bottom of the range. Where a candidate's current total remuneration already exceeds the bottom point, consideration will be given to the level of skills, experience and profile that the candidate is bringing to the role. The total remuneration of other staff doing the same or similar work within the department who have similar skills, experience and profile should also be taken into account.
- The University operates service-led hybrid working arrangements which may allow for 3 days in the office and 2 days working from home although peak times might require flexibility and any hybrid arrangement will be determined by the service and in agreement with the line manager.
- This appointment will not require a DBS check.
- The annual leave entitlement is 30 days p.a., additionally there are 3 – 4 days for the University's operational efficiency initiatives at Christmas.
- Your normal hours of work will be between 35-40 hours per week, plus a lunch break of one hour each day, with a full professional commitment expected entailing working flexibly beyond core hours if required.
- Set in a beautiful 54 acre parkland campus, the University has an attractive range of benefits and you can find out more about them here. In addition, Professional Services/Support staff on grades RU7 and above may access The University's Defined Contribution Retirement Savings Group Personal Pension Plan, provided by Royal London.

Job description prepared by: Neil Haddock
Date: October 2026