

JOB DESCRIPTION



Job Title: International Student Recruitment Manager
Department: Communications & Engagement
Faculty/Professional Service: Central Services
Location: Keppel Street, London
Reports to: Head of Student Communications & Engagement
Full Time/Part Time/Casual: Full-time
Grade: Grade 5
Overall Purpose of the job: This is an exciting time to join LSHTM as we move into a new phase of our international recruitment strategy. A brand-new role, this is a superb opportunity for an individual with international student recruitment experience to take the next step in their career, to shape the role and our direction of travel. This role's primary focus will be on advancing objectives related to the implementation and expansion of educational agent networks. Utilising their expertise in these processes, they will drive recruitment and conversion goals forward. Additionally, the post holder will oversee remote support and training for agent representatives in key international markets and is expected to develop and optimise key processes to enhance the efficiency of agent management. Attendance at outward-facing events, including agent gatherings both domestically and abroad, open days, and group visits, is also part of their responsibilities. The successful candidate will be knowledgeable about and interested in the global student recruitment market and experienced in managing recruitment both directly and through the overseas agent channel. This role requires a dynamic individual with a passion for education, strong interpersonal skills, and a keen understanding of global markets and cultural nuances.

General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is one of the world's leading public health universities.

Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

Staff and students are committed to helping create a more healthy, sustainable and equitable world for everyone, because we believe our shared future depends on our shared health.

We embrace and value the diversity of our staff and student population and seek to promote equity, diversity and inclusion as essential elements in contribution to improving health worldwide. We believe that when people feel respected and included, they can be more creative, successful, and happier at work. While we have more work to do, we are committed to building an inclusive workplace, a

community that everyone feels a part of, which is safe, respectful, supportive and enables all to reach their full potential.

To find out more please visit our [Introducing LSHTM page](#).

Our Values

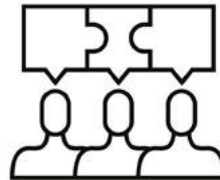
Our values establish how we aspire to achieve our mission both now and in the future - demonstrating what it means to work and study at LSHTM. Please visit our [LSHTM Values page](#) for further information.



**Act with
integrity**



**Embrace
difference**



**Work
together**



**Create
impact**

Main Duties and Responsibilities

- Maximise recruitment for LSHTM's taught master's programs by increasing qualified applications and enrollments.
- Proactively identify and set-up mutually beneficial partnerships with educational agents in key markets. This will involve identifying agents with relevant network and experience, setting up and conducting interviews, collaborating with the Legal team at LSHTM and agents to help negotiate contract terms, resolving any conflicts arising, and influencing decision-making.
- Select, onboard, and manage agents in key target regions (initially India), setting enrollment targets and monitoring performance.
- Oversee the entire agent commission process, including report generation, liaison with agents and providers, payment processing, and issue resolution.
- Manage agent contracts and related administration, referring complex queries to Legal team as needed.
- Maintain and update the agent register, ensuring accuracy and consistency across platforms.
- Develop a suite of targeted marketing materials for distribution to agents as well as tailored advertising campaigns for specific countries. Ensure agents have the right materials and marketing collateral to represent LSHTM effectively.

- Responsible for developing engaging and informative country-specific content for LSHTM's website.
- Travel to key markets to train agents and meet with prospective applicants.
- Act as a central point of contact for student recruitment and market intelligence across the institution, advise stakeholders and partners on best practice and inform decision making.
- Actively maintain an understanding of the international higher education (PGT) sector, using this to inform decisions relating to student recruitment and positioning and define strategy.
- Develop and host a suite of engaging presentations and workshops for a range of audiences, including prospective applicants, agents and sponsor bodies, working collaboratively with Marketing and academic colleagues to do so.
- Execute thorough market analyses and environmental assessments to pinpoint recruitment prospects across international markets, including collaboration with new educational agencies, thereby expanding LSHTM's global reach and impact.
- Facilitate periodic familiarisation trips to LSHTM for agent counselors, providing them with immersive experiences that highlight the institution's strengths and enable them to effectively inspire the students they advise.
- Represent LSHTM at student recruitment fairs and conferences nationally and internationally to promote LSHTM's educational portfolio.
- Lead the coordination of group study visits to LSHTM from international universities and prospective students, overseeing logistics such as liaising with organisers, securing speakers, and managing room bookings.
- Collaborate closely with colleagues across various departments, such as Student Recruitment & Marketing and Admissions, to ensure the delivery of a pre-enrollment experience that sets industry standards for both students and agents alike.
- Research and recommend market prioritisation, identifying opportunities and creating operational plans aligned with strategic recruitment objectives.
- Work closely with the Student Recruitment & Marketing Manager to seek recruitment opportunities in key international markets.
- Proactively and professionally respond to prospective students enquiries via email, social media , CRM and guided tours.

Additional Information

This role involves traveling to attend recruitment fairs, conferences, and agents visits in-country.

The postholder will also be required to assist the rest of the team where and when necessary (e.g. during open days or offer holder webinar series)

The postholder may also be required to work weekends/unsociable hours when necessary.

Generic duties and responsibilities of all LSHTM employees

This job description reflects the present requirements of the post but may be altered at any time in the future as duties and responsibilities change and/or develop providing there is consultation with the post-holder.

The post-holder will carry out any other duties, tasks or responsibilities as reasonably requested by the line manager, Dean of Faculty, Head of Department or Head of Professional Service.

The post holder will be responsible and accountable for ensuring all LSHTM policies, procedures, regulations and employment legislative requirements are adhered to including equality and diversity and health and safety.

This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual Performance and Development Review (PDR).

PERSON SPECIFICATION

This form lists the essential and desirable requirements needed by the post holder to be able to perform the job effectively.

Applicants will be shortlisted solely on the extent to which they meet these requirements.

Competency	Evidence	E / D
Education, Qualifications and Training	<ul style="list-style-type: none"> A bachelor's or master's degree in a relevant field such as marketing, international relations, education, or business administration. 	D
Experience	<ul style="list-style-type: none"> Previous experience in student recruitment, admissions, or international education. 	E
	<ul style="list-style-type: none"> Experience of working with educational agents in a university setting. 	E
	<ul style="list-style-type: none"> Experience of evaluating processes and systems, identifying improvements where necessary. 	D
	<ul style="list-style-type: none"> Experience of horizon scanning, identifying new recruitment opportunities. 	E
	<ul style="list-style-type: none"> Experience of developing and managing visits or events. 	D
Knowledge	<ul style="list-style-type: none"> Knowledge of current issues within higher education, particularly those connected with international recruitment. 	E
	<ul style="list-style-type: none"> Knowledge of international qualifications and international education systems 	D
	<ul style="list-style-type: none"> Strong analytics and reporting skills including analysing recruitment data, tracking key performance indicators, and preparing reports and make recommendations on the effectiveness of partnership with educational agents. 	E
General	<ul style="list-style-type: none"> Strong oral and written communication skills including being comfortable speaking/presenting in front of a large audience. 	E
	<ul style="list-style-type: none"> Ability to build strong relationships with stakeholders 	E
	<ul style="list-style-type: none"> Exceptional organisational and planning skills and the ability to prioritise and complete multiple tasks to agreed timescales and deal with complex queries. 	E
	<ul style="list-style-type: none"> Ability to work independently in a fast-paced environment, adapt to changing circumstances, and overcome challenges. 	E

E-Essential: Requirement without which the job could not be done

D-Desirable: Requirements that would enable the candidate to perform the job well

Date compiled: Jun 2024

Salary and Conditions of Appointment

The post is permanent and full-time 35 hours per week, 1 FTE. The salary will be on the Professional Services salary scale, Grade 5 scale in the range £38,282 - £43,947 per annum pro rata (inclusive of London Weighting).

The post will be subject to the LSHTM terms and conditions of service. Annual leave entitlement is 30 working days per year, pro rata for part time staff. In addition to this there are discretionary "Wellbeing Days." Membership of the Pension Scheme is available.

LSHTM has a Hybrid Working Framework, which alongside agreed service requirements, enables teams to work more flexibly (if the role allows), promoting a greater wellbeing and work/life balance.

Application Process

Applications should be made on-line via our [jobs website](#). Applications should also include the names and email contacts of 2 referees who can be contacted immediately if appointed. Online applications will be accepted by the automated system until 10pm of the closing date. We regret that late applications cannot be accepted. Any queries regarding the application process may be addressed to jobs@lshtm.ac.uk.

The supporting statement section should set out how your qualifications, experience and training meet each of the selection criteria. Please provide one or more paragraphs addressing each criterion. The supporting statement is an essential part of the selection process and thus a failure to provide this information will mean that the application will not be considered. An answer to any of the criteria such as "Please see attached CV", "Yes" or "No" will not be considered acceptable and will not be scored.

Please note that if you are shortlisted and are unable to attend on the interview date it may not be possible to offer you an alternative date.

Asylum and Immigration Statement

LSHTM will comply with current UKVI legislation, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to email a copy of their passport (and visa if applicable) to HR prior to their interview and if appointed will be asked to bring the original documents in to be copied and verified before their start date.

Applications from candidates who require sponsorship to work in the UK will be considered alongside other applications but due to the salary range for this role not meeting the general salary threshold, only applicants under certain circumstances may qualify for sponsorship for this role. Please refer to the details on the Skilled Worker visa pages to check if you are able to be paid below the [general threshold](#). Please indicate this in your application and proceed if you are able to meet the requirements.

Applicants who do not currently have the right to work in the UK will have to satisfy UK Visas & Immigration regulations before they can be appointed.

Further information about Sponsorship and eligibility to work in the UK, can be found on the [government immigration rules page](#).