

# International Officer

We are one of the great British art schools: a specialist creative university that draws on our 180 years of history. As a university, we excel in our disciplines and understand powerfully the transformative potential of creative practice for individuals, communities and industries.



For further information about Norwich University of the Arts and our community please visit [norwichuni.ac.uk](https://norwichuni.ac.uk)

As we expand our specialist character and bring the power of creative, practice-based education to a wider range of subjects, we celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are the only specialist creative arts and design university to have achieved Triple Gold in the most recent Teaching Excellence Framework (TEF) and were named Arts University of the Year 2025 by the Daily Mail. In 2023, we were the highest climber in the Complete University Guide and recognised as the top specialist creative arts university outside London. This year, the Guardian University Guide 2026 ranked us as the highest-rated university in the East of England after the University of Cambridge.

You will work in the heart of Norwich. Our award-winning campus has played a key role in the regeneration of one of the city's most vibrant quarters. Our 21st-century teaching spaces and workshops occupy renovated buildings with medieval, Victorian, and Edwardian heritage. The University has recently expanded with Bank Plain, a 37,000 sq. ft city-centre building — a major investment that reflects our ambition to be a leading civic university championing creativity in all its forms.

Ninety-four per cent of our graduates are in work or further study within six months of graduating. Our innovative approach to employability and entrepreneurship has been nationally recognised, and our graduates hold key roles across and beyond the creative industries — from Oscar and BAFTA nominees to D&AD Pencil winners, fine artists, designers, and creative technologists. This track record gives us confidence that our success in graduate outcomes will continue as we apply our distinctive culture and practice to an expanding range of specialist subjects.

Creativity is not only what we teach but how we engage with the world. Through our Research and Knowledge Exchange Institutes, we lead cross-disciplinary projects that address social, cultural, and environmental challenges — from immersive digital experiences tackling climate change to arts-led initiatives in mental health. At the centre of this work is the Interactive Visualisation and Simulation Lab (IVSL), funded as part of the Creative Research Capabilities (CResCa) world-class labs programme.

The IVSL supports research into climate futures, virtual heritage, spatial computing, applied games, and virtual production. Our growing research reputation is also reflected in recent grants and collaborations, including a major award from the Water Restoration Fund (WRF). These achievements demonstrate our expanding contribution to creative innovation, cultural development, and social impact — shaping the future of creative higher education in the UK and beyond.

We hope that as you learn about us, you are inspired by our ambitions for the future.

Professor Ben Stopher,  
Vice-Chancellor

Committed to

EQUALITY

DIVERSITY

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change. As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

We have an exciting opportunity to appoint an experienced International Officer. This position works in the International Office team to support the delivery of our student recruitment and marketing activities across a range of international markets. You will be working directly with the Associate Director of International Recruitment and Global Partnerships to meet institutional targets for overseas student recruitment.

The International Officer is responsible for the recruitment of international students. The principal remit of our small but ambitious team is to contribute to the University's overall strategy by increasing the diversity of our student body and increasing the number of well-qualified international students admitted to the University. The team works across a range of our international target markets to deliver recruitment and marketing activities, promote and develop brand awareness, maintain stakeholder relationships, and identify market opportunities.

The post holder will be responsible for all aspects of recruitment and marketing activity within their portfolio of market. They will be tasked with developing relationships in key target countries, with particular emphasis on schools, colleges, overseas agents, and government bodies.

We are looking for a professional, flexible and self-motivated individual who has experience of working to targets and is willing to travel overseas for up to three weeks at a time. The successful candidate will have the initiative and drive required to work alone overseas.

Educated to degree level or equivalent, you will be a highly organised individual, preferably with experience of working in international education. Excellent interpersonal and communication skills, together with a sensitivity to the needs of international students are essential. You should relish the opportunity to work on your own initiative but be able to demonstrate a proactive approach to developing team strategies.



International Officer

Full-time, 37 hours per week.

Salary: From £33,002 to £37,694 per annum.

Closing date for applications: 29th June 2026 at 11pm.

Interview date: 13<sup>th</sup> July 2026





Job Description

## International Officer

Reporting to: Associate Director of International and Global Partnerships

# Job Purpose

Work directly with the Head of International to meet institutional targets for overseas student recruitment. The role will develop and deliver international recruitment and marketing activities in target markets. The role includes overseas travel to represent the university at in-country recruitment events. The role takes responsibility for the development and management of relevant overseas agents/representatives and feeder school relationships.



# Duties and Responsibilities

- Develop, organise, and attend on behalf of the university as required, targeted in person and online recruitment events and activities in designated overseas markets. Accurately advise/counsel prospective students, give presentations, attend exhibitions, deliver workshops and carry out in country portfolio assessments under guidance
- Assist with the practical aspects of overseas recruitment events for the International Office and travelling staff, including making travel and accommodation arrangements, visa applications, recording expenditure and the dispatch of freight and materials.
- With guidance from the Head of International, support the university's recruitment objectives through the development and implementation of recruitment and marketing plans for priority international markets
- Develop and manage effective relationships with a network of overseas agents/representatives and feeder schools/colleges in designated markets, including taking on the primary communication and liaison role; identifying potential new representation in markets where the university is not currently represented, and offering training for agent counsellors in-country
- With guidance from the Head of International, develop and manage communications with international prospective students and contribute to conversion communications planning and delivery.
- Develop a thorough understanding of the USPs, ethos, mission, academic provision and key systems of the University to be able to assist, advise and inform prospective students and other key influencers in target markets
- Be fully conversant with the university's admissions policies and procedures. Assist with the applications of international students during key periods
- Monitor progress in specified market countries which will include student enquiries, applications, conversion process and rates, recruitment activities and complete agreed activity and progress reports
- Gather and analyse market intelligence, including statistical data, to inform market planning and development, and to support the development of wider international recruitment strategy. Help to identify new opportunities for international recruitment
- In conjunction with Head of International and Marketing team, contribute to the production of appropriate and specific targeted international marketing campaigns and materials, including print, digital and social media
- Network with external bodies such as the British Council, BUILA, to keep updated with global issues and current practice
- Support international student orientation and social events throughout the year
- Routine maintenance of CRM.
- Foster and maintain a collaborative, positive and supportive team culture
- Attend training courses, conferences and seminars as required
- Support the work of the Future Students Office where the role is based as required, which includes the University's UK and international student recruitment and conversion activities, as well home and international admissions. This will require occasional and limited evening and weekend working for example to support University Open Days

*Supporting the successful delivery of key events will involve regularly working outside normal office hours and some limitation on when leave can be taken. The ability and flexibility to work outside of normal office hours to support activities and events is an essential requirement of this post.*

*The post holder will be required to undertake international visits often of significant length e.g. between 2 and 3 weeks duration and must be prepared to travel on a regular basis.*

# Person Specification

## Essential

- Educated to undergraduate level
- Experience and awareness of the global student recruitment market and issues impacting this sector
- Proven experience of student recruitment/marketing in an educational setting
- Outstanding interpersonal and communication skills (both written and oral) including the ability to present effectively to diverse audiences
- Proven success in developing and managing effective international networks and external relationships
- Excellent organisation and problem-solving skills, including the ability to manage a complex workload, working efficiently, accurately and calmly under pressure
- Proven ability to research, develop and deliver in-person and online marketing/recruitment activities

- Ability to work independently, sometimes overseas, and to be resilient and resourceful to deal with unfamiliar environments or challenging situations
- Experience of carrying out research and data analysis to inform the development of recruitment/marketing plans
- Cultural awareness and experience in dealing with international organisations and individuals
- Willingness and flexibility to travel extensively and for long periods of time, and to work unsocial hours and weekends
- Ability to empathise with the purpose and values of the University and to work effectively with academic staff and students
- A team player - enthusiastic about supporting colleagues and contributing to shared goals
- Clean, current UK driving licence

## Desirable

- Foreign language skills
- Awareness of education systems and qualifications in other countries, and Tier 4 visas



# Further Information

## **Equality, Diversity and Inclusion**

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

## **Health and Safety**

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

## **Policies and Procedures**

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

## **Staff Development**

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

## **Confidentiality**

We must maintain appropriate confidentiality in relation to our work and that of the University.

## **Variation to Job Description**

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.



# General Information

## **Terms and Conditions of Appointment**

On appointment, you will receive a full statement of terms and conditions for your role.

## **Duties**

Your duties and responsibilities are outlined in the job description

## **Starting Date**

This post is offered on an indefinite basis to commence once you are available.

## **Hours of Work**

The standard hours of work are 37 hours per week.

## **Salary**

This post is on an incremental salary scale. The salary for this post is Grade 6, which is from £33,002 to £37,694 per annum.

## **Annual Leave**

Your annual leave entitlement will be 26 days per annum on appointment, rising to 28 days per annum between 3 and 5 years of service, and 30 days per annum after 5 years of service by the commencement of the annual leave year, plus 8 statutory days (pro rata). In addition, the University may grant 4 or 5 concessionary days leave per year when the University is closed.

## **Pension**

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a "Career Average" salary basis.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

## **Interview Expenses**

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

## **Offers of Employment**

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process. If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas. Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route.

## **Referees**

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.



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OF THE ARTS

Amma Asante, Chancellor

# Application and Recruitment Process

## Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

## Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

We would like to take this opportunity to thank you for your interest in this position and wish you success with your application. If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Team by emailing [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk)

## Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

## Submission of Application Form

Please submit both your completed application form and EDI form to [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk) quoting reference A1201.

Please note that we can only accept forms in either PDF or DOC format.

The closing date for this vacancy is:  
29<sup>th</sup> June 2026 at 11pm.

We regret we are unable to accept late applications.

## Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be:  
13<sup>th</sup> July 2026.

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.





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