



**NORWICH
UNIVERSITY
OF THE ARTS**

International Officer

norwichuni.ac.uk

We are one of the great British art schools: a specialist creative arts university that draws on 175 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.



For further information on Norwich University of the Arts and our Community please visit www.norwichuni.ac.uk

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 Arts 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 renowned for our teaching quality. We have been awarded Gold in the Teaching Excellence Framework (TEF) with the highest possible rating. We are the only creative arts and design university with a triple gold TEF rating.

We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We are the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners, but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

**Professor Simon Ofield-Kerr,
Vice-Chancellor**



Committed to equality and valuing 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.



A BA (Hons) Film and Moving image Production student setting up in the Sir John Hurt Film Studio

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 expands 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 Head of International to meet institutional targets for overseas student recruitment.

International Officer

37 hours per week for 52 weeks per year, Full-time

Salary:

£31,396 - £36,024 per annum

Closing Date:

15th May 2024 at 5pm

Interview Date:

4th June 2024

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.



Job Description

International Officer

Reporting to: Head of International





Job Purpose

As International Officer, you will 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 (approximately 12 weeks per year) 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.



Main 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.
- 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 the CRM.
- Foster and maintain a collaborative, positive and supportive team culture.
- Attend training courses, conferences and seminars as required.

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

- Sound knowledge of the United States student recruitment market
- Professional qualification in marketing / experience of digital marketing
- 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 as soon as possible.

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 £31,396 to £36,024 per annum.

Annual Leave

Your annual holiday entitlement will be 22 days rising to 25 days after 5 years' service, 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 to which the University currently contributes an additional 24.4%.

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.



Students in the control room of The Sir
John Hurt Film Studio in Boardman House

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.

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

The closing date for this role is 15th May 2024 at 5pm.

Please submit your completed application form to jobs@norwichuni.ac.uk quoting reference **A1029-1** in the Subject line.

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

If this role is of interest to you, please don't delay in sending us your application.

Interview Arrangements

The interview date for this role is 4th June 2024.

Interviews will normally be held on campus.

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

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.

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.



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