#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** International Recruitment Manager

**Job Number:** X-362 | VIP: 1046

**Band:** EXEMPT- 6

**Department:** Trent International

**Supervisor Title:** Director, International

**Last Reviewed:** May 11, 2018

#### **Job Purpose:**

Reporting to the Director, International, the International Recruitment Manager works as a member of the Trent International team to ensure that the international enrolment goals of the university are met. As part of the Strategic Enrolment Management team, the Trent International (TI) team will develop an international enrolment strategy and implement annual plans to advance the position of Trent University nationally and internationally as an exceptional destination for undergraduate and graduate students. The International Recruitment Manager is responsible for the marketing and recruitment components for all designated regions and countries in the world and requires a balance of both regional international recruitment and marketing and building country-specific marketing campaigns based on ongoing market analyses. The ideal candidate will demonstrate exceptional international education industry knowledge, and outstanding marketing and communication skills to intensify our international network and achieve international enrolment outcomes for the university. International enrolment is achieved through a diversified plan including virtual recruitment, international travel and the management of in-country recruitment staff, in-country ground partners, consultants, and institutional relationships.

As a key team member within Trent International, the International Recruitment Manager will lead the execution of a comprehensive marketing and recruitment effort targeted at building Trent’s brand recognition in key regions around the world. The position is responsible for recruiting to all undergraduate programs, the Trent-ESL: English for University program, postgraduate certificates, admissions pathways, and graduate programs in alignment with the university’s Strategic Enrolment Management (SEM) to ensure that the goals and objectives of Trent’s international recruitment are met.

This role will require the management of international recruiters, and facilitation of positive interpersonal interactions and collaboration between many units on an ongoing basis (e.g., Trent-ESL, Student Accounts, Graduate Studies, Registrar’s Office, Student Awards, and Student Services) at the Peterborough Campus, the Durham Campus, off-shore offices, agents, and other external partners. This position has a university-wide mandate that may require travel to both campuses and is based at the Peterborough Campus.

#### Key Activities:

##### Planning, Analysis & Reporting

1. Oversee and conduct the various student recruitment activities in the identified key regions for Trent, producing annual market recruitment plans, regularly reviewing activities, results and strategies under the guidance of the Director.
2. Conduct ongoing, in-depth market research and produce market briefs that will inform decision making for recruitment efforts and strategic planning. Report on the anticipated costs of activities and the target recruitment objectives to demonstrate the return on investment.
3. Maintain in-depth knowledge of Trent University admission requirements as part of the recruitment process, including English proficiency requirements.
4. Systemized contact management—maintaining a comprehensive system to track all international contacts and communications to identify, nurture and manage new and existing contacts for the university within these identified regions. These may include agents, language schools, high schools, universities, corporations and government agencies for full-degree programs, joint-degree programs, short-term academic programs, short-term English language programs, and other collaborative opportunities.
5. Maintain updated agent contracts, assess productivity, adjust targets, and establish new agent agreements in all designated markets as part of the enrolment strategy and growth projections.
6. Make arrangements for incoming visits to Trent University on campus by planning delegations and hosting visits by agents, embassy officials, educational institutions and other relevant bodies, including the arrangement of appropriate faculty and administrators for these events.
7. Develop international recruitment training plans within the broader Trent University recruitment training each August for the visiting international recruiters, including gathering extensive knowledge of the university, public speaking and presentation practice, and gaining extensive knowledge of the admission practices and procedures at the undergraduate and graduate levels.
8. Help identify new target markets for international activities including alignment between Trent’s academic programming and demand in target markets.
9. Prepare and submit accurate trip reports, including prospect statistics and travel expenses, collect and report on performance measures.
10. Ensure that recruitment activities remain within budgets.
11. Schedule and co-ordinate timetable of all visits, arranging for travel and lodging as needed.
12. Using a clear framework for determining best practice for maximizing scholarship awards impact, part of the recruitment strategy and team, assess scholarship applications and make scholarship awards decisions and oversee the distribution of the Trent Scholarship program, assessing and informing candidates of their scholarship.

##### Implementation of Recruitment Plan & Conversion Activities

1. Collaborate in the Trent International Recruitment Strategy, and oversee the execution of Trent’s enrolment strategy in terms of an annual recruitment plan and admissions targets for a diverse international population.
2. Travel independently, speaking to groups of prospective students, their parents, education agents, government officials and school administrators; and maintaining ongoing communications with these parties.
3. Represent Trent International at Trent University open houses, and during international visits to Trent University.
4. Manage Ontario international recruitment and oversee plan for school visits on campuses in Ontario where there is a significant international student population.
5. Conduct risk assessment of all international travel for his/her region for self, and others as needed.
6. Participate in virtual recruitment fairs as part of a diversified recruitment plan.
7. Guide international applicants and their representatives through the application process.
8. Advise prospective students, parents, school counselors, other school officials and community groups on academic and university choices.
9. In collaboration with the International Communications and Marketing Coordinator, develop and oversee a communications plan that will include international student ambassadors, use of a range of communication methods, and automated communications to achieve outstanding customer service and to respond to requests for information from prospective students; teachers, guidance counsellors, parents, government officials, agents and other representatives etc.

##### Marketing

1. In close collaboration with the International Communications and Marketing Coordinator, identify the range of international marketing materials for effective marketing (digital, print, web, social media etc.) and recruitment materials (fair booth displays, etc.) consistent with the university brand standards to showcase Trent University as an outstanding study destination.
2. Develop Trent’s international brand, reputation, and recognition by participating in various activities and events both in person and virtually.
3. Manage high level relationships and partnerships associated with specific international markets; including identifying, developing and maintaining links with key external stakeholders, including sponsorship bodies, government ministries, Canadian High Commissions, university partners and agents.
4. Maintain and oversee confidential marketing strategies and contacts that are significant to Trent’s international growth and reputation.
5. Identify, nurture and manage new commercial opportunities for Trent which may include short-term programs, ESL, summer camps, student recruitment events, international corporate training, etc.
6. Liaise with faculties and departments to leverage existing international projects and develop new projects that contribute to the institutional internationalization objectives.

##### Management & Supervisory Role

1. Provide new hire onboarding and ongoing training and support to recruiters, partners and in-country representatives by conducting regular training sessions, motivate productivity, and meet targets aligned with the overall targets for each region as quantified in the International Enrolment Strategy.
2. Establish and oversee a team of student ambassadors and assistants to achieve consistent, accurate, and responsive communications with all prospects.
3. Remote and in person supervision and performance management of in-country representatives, including training, consistent monitoring vis-a-vis recruitment activities, tracking and analyses of recruitment reports, and achieving enrolment targets.

#### Education Required:

* Honours University Degree (4 years) required.

#### Experience/Qualifications Required:

* A strong understanding of the international education sector and marketing strategies, knowledge of the visa process for international students;
* Outstanding communication skills, both written and presentation skills with the ability to communicate to diverse audiences
* Positive self-starter, positive team player, excellent customer service skills and the ability to work and travel independently
* Able to work in a high-pressure environment and meet deadlines
* Excellent recruitment, marketing, advising, and conversion skills and experience
* Strong market research and analysis skills, with the ability to identify opportunities to develop markets, building new and managing existing links with key internal and external stakeholders
* Highly organized, with the ability to create systems for tracking prospects, scheduling communications, and monitoring enrolment activity
* Comprehensive knowledge of country-specific education systems as they correspond with Trent University admission requirements, undergraduate and graduate
* A detailed understanding of all undergraduate and graduate programs offered at Trent University
* Requires extensive knowledge and proficiency with Microsoft Office, communications management, client relations management systems.
* Experience with a Student Information system (Datatel/Colleague preferred) in referencing and updating applicant information
* Ability to speak and write fluently in another language other than French is required. One or more of Arabic, Mandarin, Filipino, Vietnamese, Korean, Japanese, Thai, Spanish languages are preferred, and experience living or extended travelling abroad in a cross cultural context
* Ability to work cooperatively in a variety of settings, exercising tact, diplomacy and patience, often in stressful situations
* Commitment to professional development and training
* English Language programs recruitment (both general and academic) experience is a strong asset
* Must be available to work some evenings and weekends as required
* Ability and availability to travel locally, nationally and internationally and ability to be away from home for extended periods of time

#### General Requirements:

* Valid Ontario drivers’ licence
* Valid passport
* Eligible to work in Canada and travel internationally