



LIVERPOOL  
HOPE  
UNIVERSITY

1844

## Recruitment Pack

# Director of International Development

Job Reference: 1INTER2A

Closing date: Friday 29<sup>th</sup> November 2024 by 12 noon

[www.hope.ac.uk](http://www.hope.ac.uk)







**POST:** Director of International Development

**STARTING DATE:** TBC

**SALARY RANGE:** £56,921 - £65,814 (Grade 9) per annum

**TYPE OF CONTRACT:** Permanent

**WORK PATTERN:** 35 hours per week (Monday to Friday)

**REPORTS TO:** Pro Vice-Chancellor Recruitment, Marketing and Admissions

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## The Post

**Liverpool Hope University is a special institution, grounded in history and driven by a values-led approach to educational delivery. We are seeking a creative, proactive and driven individual as Director of International Development to join our community as we develop our global engagement activity.**

Reporting to the Pro-Vice Chancellor Marketing, Recruitment and Admissions, this role provides strategic leadership of the international development agenda, with a particular focus on international student recruitment and development of the Hope global brand.

Primary responsibilities include management of the international recruitment team and capacity development in the UK and overseas; and oversight of the international lifecycle from initial enquiry through to registration, including market planning, student acquisition, channel designation and management, enquiry and conversion management, international marketing and alumni engagement. The post holder will be responsible for developing and implementing international recruitment and marketing strategies, evaluating effectiveness and driving increased diversification in the cohort, as well as contributing to broader international branding and partnership development goals.

The successful candidate will work in partnership with other Directors to ensure a seamless prospective student experience, the Dean of Global Engagement on partnership development and expansion and with faculties, professional service departments and external partners to ensure all activities are impactful and aligned to the international strategy. There may also be market responsibility and the role will involve some international travel.

We are committed to engaging a diverse workforce and particularly welcome applications from candidates from underrepresented groups, including those from Global majority backgrounds and candidates who have lived experience of international education.

## Job Description/Key duties of the post

<b>Job Title</b>	Director of International Development	<b>Code</b>	
<b>Subject/Service Area</b>	International Development		
<b>Reports to</b>	Pro Vice-Chancellor Marketing, Recruitment & Admissions		
<b>Accountable To</b>	Pro Vice-Chancellor Marketing, Recruitment & Admissions		
<b>Purpose of Job</b>			
<p>International development is central to Liverpool Hope University’s long-term sustainability. Reporting to the Pro Vice-Chancellor Marketing, Recruitment &amp; Admissions, this role provides strategic leadership of the international development agenda, with a particular focus on international student recruitment and development of the Hope global brand.</p> <p>Primary responsibilities include management of the international recruitment team and development of capacity both in the UK and overseas; and oversight of the international student lifecycle from initial enquiry through to registration, including market planning, student acquisition, channel designation and management, enquiry and conversion management, international marketing and alumni engagement. The post holder will be responsible for developing and implementing international recruitment and marketing strategies, evaluating effectiveness and driving increased diversification in the cohort, as well as contributing to broader international branding and partnership development goals. They will work closely with the Pro Vice-Chancellor Marketing, Recruitment &amp; Admissions to undertake the annual international planning process, setting and taking responsibility for delivering on student number and income targets.</p> <p>The post holder will be required to work in partnership with leaders of Marketing and Communications, Student Futures and Admissions to ensure a seamless prospective student experience, as well as working closely with the Dean of Global Engagement on partnership development and expansion. They will also work with faculties, professional service departments and external partners to ensure all activities are impactful and aligned to the institutional strategy. The post holder will be the institutional lead for commercial partnerships relating to international activity, including but not limited to pathway providers, agents and other key recruitment partners. There may also be some market responsibility and the role will involve some international travel.</p>			
<b>Key Tasks / Responsibilities</b>			
<ul style="list-style-type: none"><li>• Lead on development and implementation of the new International Recruitment Strategy, ensuring it intersects with broader institutional priorities and the institutional strategic plan and delivers against university-wide KPIs.</li></ul>			

- Oversee the international student lifecycle from initial enquiry through to registration, including leading on market planning, student acquisition and channel designation and management, alongside working with and influencing teams across the broader functional area to ensure enquiry and conversion management, international marketing, admissions, compliance and alumni engagement are aligned to the broader strategy.
- Implement a data driven approach to managing the international recruitment function, analysing complex internal data across the entire student journey and combining with external insights and good practice from the sector to ensure prioritisation of resource to markets and channels that deliver the best outcomes.
- Lead and manage a high performing international recruitment team, defining clear objectives and nurturing and developing their skills to maximise capacity, ensure customer-centricity in their approach and ensure defined targets are met.
- Be responsible for managing the international development budget, allocating resources responsibly and maximising activity within defined financial constraints, including undertaking contract negotiations to ensure value for money.
- Oversee development and performance management of Hope's international agent network, including taking responsibility for quality and implementation and delivery of the Agent Quality Framework and relevant legislation.
- Develop a culture of evaluation-driven activity across the team and throughout the international student lifecycle, ensuring measurement is built into intervention design to support decision making and resource allocation year on year.
- Provide specialist advice and recommendations to the university executive team and academic faculties on portfolio development to support meeting of international targets, as well as other internal teams to support capacity planning (e.g., teaching workloads) and enhancements in international student support.
- Lead on procurement and onboarding of a new pathway provider, working strategically to manage them, developing and expanding the enrolment and progression of students from a diverse market mix via this channel.
- Work closely with the marketing team to develop a clear strategy for international branding and positioning, identifying clear value propositions for Hope and collaborating on developing targeting strategies for this work in priority markets.
- Liaise continuously with the compliance team to ensure all international activity aligns with UKVI requirements and has robust quality assurance embedded.
- Identify and develop new business opportunities for collaborations and TNE with strategic partners, ensuring business plans are produced to support successful delivery and operationalisation.

<ul style="list-style-type: none"> <li>• Act as the institutional lead for key external sector networks such as BUILA and represent the university in an ambassadorial role both in the UK and overseas, contributing to the positive development of the external Hope brand.</li> <li>• Deliver expert advice and strategic insights to senior leadership colleagues on international recruitment, expansion potential and brand positioning, contributing to broader institutional development.</li> <li>• Lead on health and safety, data protection, cyber security and other relevant areas relating to staff wellbeing and compliance with the international development function, including working with central teams on areas such as implementation of TMC, remote working and TOIL policies.</li> </ul>
<b>Materials, resources &amp; equipment to be used</b>
<ul style="list-style-type: none"> <li>• SITS Client</li> <li>• E:Vision package</li> <li>• Unit 4</li> <li>• Azorus CRM</li> <li>• UniBuddy</li> <li>• TMC online platform</li> </ul>
<b>Regular contacts (internal / external)</b>
<ul style="list-style-type: none"> <li>• Marketing, Recruitment and Admissions colleagues</li> <li>• Academic colleagues including Executive Deans of Faculties and Heads of Schools</li> <li>• Professional services colleagues including accommodation, student services and international student support</li> <li>• Agencies offering services to the university for recruitment and marketing purposes</li> <li>• International recruitment agents</li> <li>• International recruitment partners (commercial, institutional etc.)</li> <li>• TNE partners and other institutional partners overseas</li> <li>• Government agencies, embassies, consulates etc. in the UK and overseas</li> <li>• Funding and scholarship bodies in the UK and overseas</li> </ul>
<b>Staff Reporting to Post holder</b>
<ul style="list-style-type: none"> <li>• Senior International Recruitment Officer</li> <li>• International Recruitment Officer</li> </ul>

## Person Specification

### Methods of assessment

Application form **(A)**

Interview **(I)**

Presentation **(P)**

<b>Educational Requirements</b>	<b>Essential (E)/Desirable (D)</b>	<b>Method of Assessment (A/I/P)</b>
Educated to degree level (or equivalent)	E	A
Relevant professional or higher-level qualification	D	A
Membership of relevant professional body, sector groups / networks etc.	E	A
<b>Experience</b>	<b>Essential (E)/Desirable (D)</b>	<b>Method of assessment</b>
Leadership and management experience in a higher education setting	E	A/I
Strategy development experience relating to international recruitment and development	E	A/I
Experience of leading an international student recruitment function in a fast-paced higher education environment, covering multiple international markets	E	A/I
Strong track record in managing resource (human and financial) to achieve and exceed defined targets	E	A/I
Experience of working with international recruitment agents, including management of performance, quality assurance and payments	E	A/I



Experience in leading change management initiatives	E	A/I
Demonstrable experience of and high-value partnership development and management, including with commercial and institutional partners, for recruitment purposes	E	A/I
Experience of managing pathway provider relationships	E	A/I
Experience of working with external stakeholders such as funding bodies, Government agencies and other enablers in the international recruitment arena to drive growth	E	A
<b>Skills and Knowledge</b>	<b>Essential (E)/Desirable (D)</b>	<b>Method of assessment</b>
Up to date knowledge of the UK higher education sector and the challenges it faces, particularly as related to international recruitment and development	E	A/I
Ability to work and communicate effectively with stakeholders at all levels, both internal and external	E	A/I
Extensive knowledge and understanding of management of the prospective student lifecycle	E	I
Commercial acumen and experience in negotiation, influencing and budget management	E	A/I
Strong analytical skills and experience of evidence-driven decision making	E	A/I
Highly developed written and verbal communication skills, including ability to handle complex and confidential information in accordance with regulations	E	A/I
Ability to work autonomously to tight deadlines, demonstrating initiative, prioritisation and organisation skills	E	A/I

Demonstrable commitment to continuous development within international operations	E	I
<b>Any other requirements</b>	<b>Essential (E)/Desirable (D)</b>	<b>Method of assessment</b>
Lived experience of international higher education	D	A
Ability to communicate in at least one additional language	D	A
Flexible and adaptable approach to work and able to work outside of normal hours as required	E	A
Ability to travel domestically and internationally on behalf of the institution	E	A
Commitment to providing a high-quality service underpinned by the institutional mission and values	E	A/I

### **Name of contact for queries**

Jenny Wilkinson  
Pro Vice-Chancellor Recruitment, Marketing and Admissions  
[wilkinj1@hope.ac.uk](mailto:wilkinj1@hope.ac.uk)

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## Conditions of service:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is permanent, subject to the normal probationary period of 12 months.

Salary scale for this post is £56,921- £65,814 (grade 9) per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. A higher salary will not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and **supported by evidence**. Salary is payable monthly in arrears by bank giro credit on and around the 20<sup>th</sup> of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 32 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

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## Further Information

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

### Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;

- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

### **Liverpool Hope's Values**

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

### **Equality and Diversity**

Consistent with its Mission, Liverpool Hope strives to be a University where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

### **Health and Safety**

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties

### **Sustainability**

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

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## **Benefits of working at Liverpool Hope University**

Liverpool Hope offers its employees a full range of benefits:

### **Pay and Pensions**

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

### **Home and Family**

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements



## Training and Development

- Induction training for all new staff
- Staff development opportunities

## Health and Well-Being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

## Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

## Car Parking

All users of University car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

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## How to apply

To apply, please submit the following information:

A covering letter (no more than 3 pages) outlining how you meet the person specification and Job Description and a comprehensive CV.

Applications should be sent to [jobs@hope.ac.uk](mailto:jobs@hope.ac.uk) by Friday 29<sup>th</sup> November 2024 by 12 noon

## Useful Links

[www.hope.ac.uk/lifeathope/welcome](http://www.hope.ac.uk/lifeathope/welcome)

[www.hope.ac.uk/personnel](http://www.hope.ac.uk/personnel)

[www.hope.ac.uk/jobs](http://www.hope.ac.uk/jobs)

[www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff](http://www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff)

[www.hope.ac.uk/media/liverpoolhope/contentassets/media,42616,en.pdf](http://www.hope.ac.uk/media/liverpoolhope/contentassets/media,42616,en.pdf)





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