**Job Description & Person Specification**

Post Title: Regional Recruitment Specialist

Salary: Spot salary and benefits based on territory’s labour market

Mode: Full-time

Location: Beijing or Chengdu, China

1. **Purpose**

Coventry University Group is building a new approach to global student recruitment to achieve stretching student recruitment targets, while establishing strategies that move towards a re-positioning of the Coventry University Group in the student market as a dominant global recruiter.

The post-holder owns recruitment targets for a designated market, usually defined as a geographical area or cluster of channels. This is a business development post that works to drive markets in pursuit of growth and diversification strategies, including direct recruitment, and management of the agent, schools, FE and HE networks.

The post holder will advise future students and stakeholders, maximising conversion rates from applicant enquiries to enrolled students across institutions within the Coventry University Group.

1. **Accountabilities & Responsibilities**

* To undertake student recruitment activity, such as attending exhibitions and career conventions and visiting schools and colleges to achieve or exceed against agreed KPI’s and annual student recruitment targets.
* To deliver allocated elements of regional strategies and to manage individual and team performance (if applicable) in terms of securing existing and new markets and recruitment pipelines.
* To plan, deliver and evaluate a rolling programme on inward missions and other promotional initiatives within the University.
* To develop and maintain agent networks to assist with student recruitment.
* To develop and extend links with educational institutions and other organisations appropriate to student recruitment.
* To develop and extend relationships with High Commissions/Embassies/Overseas offices such as the British Council on a planned basis.
* To ensure a comprehensive information database about the market is available to the University and undertake detailed investigations of potential student markets, providing written reports and recommendations as necessary.
* To share data to support best practice for future recruitment cycles anticipating market trends and opportunities to gain competitor advantage and contribute to the development of the recruitment plans for regions for which you have responsibility.
* To report to the Regional Recruitment Manager on individual and team contribution to recruitment targets, annual projections and recommendations for improvements.
* To effectively exploit the customer relationship management (CRM) system and other technology solutions to deliver ‘best in class’ approaches, techniques and philosophies which maximise conversions from initial enquiry to enrolled student.
* To make decisions on applications and provide support to admissions and advisory teams within CURA.
* To maintain, update and keep abreast of own professional knowledge and awareness of sector wide developments and trends and to share best practice.
* Represent CURA and the Coventry University Group at meetings, conferences and external events, as required.
* Other duties as are within the scope and spirit of the job purpose, the title of the post and it’s grading.

1. **Person Specification**

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| **Attributes** | **Essential** | **Advantageous** |
| **Education/Qualifications** | Degree (or equivalent) | Advanced Degree, Professional Sales qualification, or other  professional management  qualification. |
| **Experience** | Proven record of accomplishment in sales, where the approach is to develop medium- to long-term markets and pipelines.    Experience in commercial/educational sales roles in a relevant industry which sells high value and complex services to both individuals and organisations.    Demonstrable experience of effective team membership/ supervision within a target-based approach to personal and team achievements. | Experience of a complex multisite or multi-national organisation which sells training or education to individuals and organisations.    Experience of supervising a sales team, with proven results of implementing successful growth strategies with results focussed approach to delivering targets.    Experience of working within a strongly customer-focused and sales, target-driven UK Higher Education environment. |
| **Skills** | Ability to set and work to achieve ambitious performance targets (KPIs).    Results driven, possessing a proven record of accomplishment of delivering against ambitious targets    Exceptional organisational and planning abilities.    Exceptional change and project management skills.    Outstanding persuasion and influencing skills (including oral, written and presentation skills), and the ability to influence and debate at senior levels, to get the right result.  The ability to build relationships with key decision makers. | The ability to successfully negotiate with internal stakeholders and external partners to deliver student recruitment targets.    Excellent IT skills – preferably in a sales or recruitment context.    Evidence of commercial acumen and entrepreneurial drive.    Evidence of a solution focused approach to team and stakeholder problems. |
| **Other Requirements** | A flexible approach to hours of work within a 5/7 working pattern to include evenings and weekends, as required.    Acceptance that there will be annual leave restrictions at key recruitment and admissions periods.    A willingness to travel for work associated with the role as required. |  |