



Senior International Officer
International Office
Permanent Contract (Grade V)

The University

Dublin City University is a university of transformation and enterprise, and is widely recognised as a dynamic and innovative institution that is distinguished both by the quality and impact of its graduates and by its focus on the translation of knowledge into societal and economic benefit. Having grown its student population by more than 50% in the past five years, DCU is Ireland's fastest growing university and today hosts more than 17,000 students across its three academic campuses (DCU Glasnevin Campus; DCU St. Patrick's Campus; DCU All Hallows Campus). With five campuses in total (three focussed on Academic matters, one on Innovation, and one on Sports) in close proximity, DCU now has a substantial footprint in the Glasnevin-Drumcondra region of North Dublin.

The University is committed to internationalisation and to the development of international strategic alliances. The International Office, under the leadership of the Office of External Affairs, is responsible for developing and delivering the University's commitment to internationalisation.

The International Office is involved with many activities that result in the recruitment of international students and the coordination of students for participation in exchange programmes worldwide. Amongst its many activities, the Office is responsible for the promotion of DCU at international events and the support of international students – both at the pre-arrival stage and upon arrival at DCU – and acts as a 'one-stop-shop' for queries of various natures.

Function

This postholder will be responsible for developing and delivering international student recruitment within the context of the wider International Office team, working with teams in Faculties and in Professional Services ensuring outcomes are aligned to the University's strategic aims. The postholder will role model leadership and lead a cohesive and influential international recruitment function. He/she will understand the imperative to meet the University's stretching student recruitment targets in line with the University's growth trajectories. They will identify business risks and opportunities, and provide flexible, innovative solutions that will deliver on targets. He/she will continually evaluate their own impact, and the overall function, in order to improve as a professional and drive sustainable performance.

The role will, in the first instance, focus on coordinating student recruitment in some of the University's priority markets and assist in developing new markets as identified in the University's strategy. This focus may change over time with the development and expansion of the Office. The successful candidates will be expected to represent DCU at events abroad and spend time travelling

overseas. They will work under the direction of the International Office Director and as part of a dedicated team.

Relationships

The Senior International Officer will report to the Global Recruitment Manager and will liaise closely with the Director of the International Office, International Office staff, colleagues within offices of the Office of the Vice President for External Affairs, and the wider University community (Faculty Offices, Registry, etc.).

Main Duties and Responsibilities

1. Work across the University to deliver an international recruitment function supportive of meeting stretching recruitment targets using data analysis and market intelligence to create persuasive arguments. Contribute to the production of market plans, regional updates and other market/country specific briefing papers.
2. Responsible for working collaboratively with colleagues across the University to ensure internal and external recruitment needs are being met, develop shared insights, priorities and activities as part of the organisational plan and strategy.
3. Support applicants, and their advisors, through the admissions and assessment process.
4. Provide regular performance related data analysis reports demonstrating in depth knowledge of the recruitment environment for any allocated region, modelling an appropriate strategy for the University, working to a budget, deploying innovative tactics to drive up recruitment.
5. Capture recruitment intelligence through horizon scanning, competitor analysis and other methods to support the strategic business information to academic units, using technical tools, i.e. CRM, with a view to advising on recruitment requirements and opportunities abroad.
6. Responsible for external international stakeholder engagement in the region – agents, ministries, sponsors, schools, universities, Education Ireland, and other professional bodies - measuring the effectiveness of activities in terms of return on investment, improvements to profile raise, and enrolments.
7. Represent the University at international recruitment events and meetings. Coordinate internal visits by international partners.
8. Work closely with in-country representatives to ensure they are targeting their activities appropriately. Provide regular communications and carry out planned visits with existing and prospective international agents overseas to build strong and productive relationships in the recruitment of international students.
9. Working with colleagues across the University to identify, develop and/or maintain various marketing communications activities to widen the reach, create engagement and raise the profile of the University in designated countries. This may include the management of country-specific social media profiles, publications and tailored communications to enquirers

and applicants. Advise of trends within social media, websites and online marketing channels for an international audience.

10. Support high professional standards across the University within the recruitment environment drawing on external professional service standards, providing leadership and training to develop staff.
11. Contribute to the development of operational policy and service as appropriate, aligned with the strategic aims and objectives of the department.

The International Office is constantly improving and all IO professionals are expected to engage in alternative roles in other areas of the IO or the wider University, for personal and professional growth or where it may be operationally required.

The role requires flexibility, initiative, resilience, the ability to work out of hours and overseas regularly.

Requirements:

1. Candidates must hold a primary degree and have a minimum of three years' experience working in a relevant area (i.e. recruitment, sales, marketing, higher education).
2. Knowledge of the Irish higher education sector, including recruitment processes and infrastructure, and the experience of international student recruitment or marketing would be advantageous.
3. Demonstrate significant experience of operating nationally and internationally with a strong cultural awareness.
4. Evidence of involvement in successful business development and implementation of a strategy that has delivered on or exceeded measurable targets.
5. Demonstrable experience in pipeline management (preferably related to the student journey) and understanding of education recruitment markets and demands.
6. Evidence of an outward looking and future focussed approach, horizon scanning and using professional networks to identify trends and innovative approaches that will inform the recruitment and conversion strategy.
7. Effective communication skills including negotiation, persuasion and influencing colleagues and stakeholders
8. Good understanding of marketing and recruitment techniques primarily digital and social media and networking sites for promotional campaigns.
9. Evidence of providing high quality customer care focusing on the delivery of a personalised and positive experience. Exceptional client relationship management and customer services skills and the ability to work across complex boundaries and locations.
10. Evidence of working collaboratively with colleagues and senior leaders, where shared insights, priorities and activities have been developed as part of the plan and strategy.

For further information on general aspects of this position or Informal enquiries, please contact:

Mr. Paul Smith, Director of International Office, email: paul.smith@dcu.ie

Salary Scale: €47,386 - €57,099

Closing Date: 1st July 2019

Application Procedure

Application forms are available from the DCU Current Vacancies website at <http://www.dcu.ie/vacancies/current.shtml> and also from the Human Resources Department, Dublin City University, Dublin 9. Tel:+353 (0) 1 7005149.

Please clearly state the role that you are applying for in your application and email subject line:

Job Ref #BC1009 Senior International Officer, International Office

Applications should be submitted by email to hr.applications@dcu.ie or by Fax: +353 (0)1 7005500 or by post to the Human Resources Department, Dublin City University, Dublin 9.

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