



Dublin City University
External & Strategic Affairs
International Office
International Recruitment Officer
Two posts (Grade V)
(3-year contract)

Since its foundation, Dublin City University has been involved in international student exchange activities and in the development of international teaching and research links. The University is committed to internationalisation and to the development of international strategic alliances. The International Office, under the leadership of the Head of the International Office, is responsible for pursuing and developing 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

The International Recruitment Officers will help promote and build the profile of Dublin City University in assigned regions. The post holders will report to the Head of the International Office and work towards meeting institutional targets in relation to the University's International Strategy and agreed key performance indicators for student recruitment. They will be key players in the management of external relationships with a variety of partners / collaborators. Their roles 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 Head of the International Office and as part of a dedicated team.

Main Duties and Responsibilities

Reporting to the Head of the International Office and working closely with the International Team, the International Recruitment Officers will be expected to engage in a range of international activities that include but will not be limited to the following:

Business and partnership development

- Assisting the International Office with the strategic development and operational management of DCU's promotional and student recruitment activities in assigned regions; contributing to forecasting and meeting overall institutional targets; contributing to the production of market plans, regional briefings and other market / country specific briefing papers.

- Assisting in the development of institutional partnerships; liaising with existing partnerships and with other relevant education institutions, embassies, consulates, industry and sponsorship bodies; contributing to the negotiation of agreements and contract terms on behalf of DCU where appropriate.
- Identify and develop new opportunities for the International Office and build successful working relationships with key stakeholders.
- Maintain and develop awareness of DCU in the regions assigned.

Marketing and media liaison

- Representing DCU on relevant professional groups, external forums and developing networks with key stakeholders regionally, nationally and internationally
- Engaging in internal marketing of the International Office to other units, and keeping themselves informed of new programmes and developments within the University
- Contributing to DCU's social media presence in assigned regions
- Preparing appropriately localised marketing materials and advertising briefs, including preparation of media advertisements and news items
- Contributing to the development of the International Office web pages, and coordinating web content and regular updates

Market research

- Conducting market research on assigned markets
- Providing regular statistical and trend analysis in relation to market responsibilities and applications from the region
- Preparing briefing documents for development initiatives

Student Recruitment and Conversion

- Traveling throughout the assigned regions to represent the University at recruitment events and liaise with key partners and facilitators. Produce briefing documentation following regional visits.
- Visiting the offices of the University's educational agents to brief staff, interview prospective students and give presentations; monitor and manage the performance
- Managing visits to DCU by regional partners / facilitators
- Working with colleagues to improve the information and service provided to international applicants and to increase the uptake of offers by introducing relevant conversion activity.
- Supporting applicants and their advisors through the admissions process.

Requirements:

Candidates must hold an appropriate third level qualification and at least three years' relevant experience. Knowledge of the Irish higher education sector, including recruitment processes and infrastructure, and experience of international student recruitment / marketing in higher education would be a distinct advantage. They must demonstrate success in business development / recruitment / marketing and / or public relations work and show evidence of measurable outcomes from projects that were led or initiated by themselves.

Applicants must have experience of successfully managing and prioritising a varied and substantial workload. They must demonstrate significant initiative and enthusiasm, be capable of working independently and taking clear responsibility for the functions assigned to the role. They must also show flexibility and evidence of being capable of working as a contributing team member.

Excellent interpersonal, organisational and networking skills and a demonstrated ability to successfully manage relationships with a wide variety of agencies and individuals are also required, together with confident communication and presentation skills (written and oral). Project management, time management and strong administrative skills are all essential.

Applicants must possess a good understanding of contemporary business development and marketing techniques and an understanding of the business culture in their assigned markets would be a distinct advantage. Excellent IT skills are essential as is experience of utilising CRM systems for customer relationship management / conversion, and online applications systems.

The successful candidates must be available to engage in extensive international travel and be willing to work evenings and weekends as required. They will also be expected to carry out other duties that may arise from time to time and that may reasonably be expected to fall within the grading of the post.

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

Ms. Sylvia Schroeder, Head of International Office, email: sylvia.schroeder@dcu.ie

Salary Scale: € 45,452 – € 54,974
€ 40,906 - € 49,477 *

* Applies to new entrants to the public sector after 01 January 2011

Closing Date: 28th March 2014

Application Procedure:

Application forms are available from the DCU Current Vacancies (Open Competitions) website at <http://www4.dcu.ie/hr/vacancies/current.shtml> and also from the Human Resources Department, Dublin City University, Dublin 9. Tel: [+353 \(0\)1 700 5149](tel:+353017005149); Fax: [+353 \(0\)1 700 5500](tel:+353017005500) Email: hr.applications@dcu.ie

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