



## **JOB DESCRIPTION**

**Senior International Student Recruitment Officer  
Professional 5 (P5)  
Student Recruitment  
2 Years Fixed Term Contract (Full-Time)**

### **Dublin City University**

Dublin City University (DCU) is a young, ambitious and vibrant university, with a mission 'to transform lives and societies through education, research, innovation and engagement'. Known as Ireland's 'University of Enterprise', DCU is a values-based institution, committed to the delivery of impact for the public good. DCU was named Sunday Times Irish University of the Year 2021.

DCU is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. More than 18,000 students are enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education.

DCU is committed to excellence across all its activities. This is demonstrated by its world-class research initiatives, its cutting-edge approach to teaching and learning, its focus on delivering a transformative student experience, and its positive social and economic impact. The university continues to develop innovative programmes in collaboration with industry, such as the DCU Futures suite of degrees, which are designed to equip graduates with the skills and knowledge required in a rapidly evolving economy.

DCU's pursuit of excellence has led to its current ranking among the top 2% of universities globally. It is also one of the world's Top Young Universities (QS Top 100 Under 50, Times Higher Top 150 Under 100). In the Times Higher Education University Impact Rankings 2021, DCU ranked 23rd in the world for its approach to widening participation in higher education and its ongoing commitment to eradicating poverty, while it ranks 38th globally for its work in reducing inequality and 89th globally for gender equality.

The university is ranked 23rd in the world and first in Ireland for its graduate employment rate, according to the 2020 QS Graduate Employability Rankings. Over the past decade, DCU has been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

## **Overview of the department**

The Student Recruitment Office is responsible for all communications and activities relating to the promotion of DCU to prospective undergraduate and postgraduate student and relevant audiences. The team comprises a Head of Student Recruitment, a Global Recruitment Manager, and two student recruitment officers. The Student Recruitment Team reports to the Executive Director for External Engagement, via the Head of Student Recruitment.

## **Role Profile**

This Senior International Student Recruitment Officer will be responsible for developing and delivering international student recruitment within the context of the wider Global Recruitment Office team. Working with colleagues in Faculties and in Professional Services, under the direction of the Global Recruitment Manager and as part of a dedicated team, the role will focus on ensuring outcomes are aligned to the University's strategic aims. The post holder will role model leadership and lead a cohesive and influential international recruitment function. He/she will understand the imperative to meet the University's 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. The successful candidates will continually evaluate their own impact, and the overall function, in order to improve as a professional and drive sustainable performance.

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

## **Duties and Responsibilities**

The duties and responsibilities of the position include, but are not restricted to, the following:

- 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.
- Responsible for working in partnership with colleagues across the University to ensure internal and external recruitment needs are being met, develop common insights, priorities and activities as part of the organisational plan and strategy.
- Support applicants, and their advisors, through the admissions and assessment process.
- 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.
- 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.
- Responsible for external international stakeholder engagement in the assigned region(s) – 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.
- Represent the University at international recruitment events and meetings.

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

### **Qualifications and Experience**

The candidate must hold a Primary degree or equivalent and have a minimum of three years' relevant work experience. Ideally, the successful candidate will have experience in one or more of the following areas: sales/marketing/PR/student recruitment/Higher Education. Candidates should possess excellent interpersonal, communication and administrative skills, be competent project managers and have the ability to complete projects autonomously, on time and within budget.

### **In addition, the successful individual will have:**

- Knowledge of the Irish higher education sector, including recruitment processes and infrastructure, and the experience of international student recruitment or marketing would be advantageous.
- Demonstrate significant experience of operating nationally and internationally with a strong cultural awareness.
- Evidence of involvement in successful business development and implementation of a strategy that has delivered on or exceeded measurable targets.
- Demonstrable experience in pipeline management (preferably related to the student journey) and understanding of education recruitment markets and demands.
- 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.
- Effective communication skills including negotiation, persuasion and influencing colleagues and stakeholders.
- Good understanding of marketing and recruitment techniques primarily digital and social media and networking sites for promotional campaigns.
- 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.

- Evidence of working collaboratively with colleagues and senior leaders, where common insights, priorities and activities have been developed as part of the plan and strategy.