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Global Recruitment Officer (Ghana) – University of Leicester

Location: Accra

Work type: Full time

The primary purpose of this role is to work as a member of the University of Leicester's Team Africa based in MYIO office in Accra, Ghana. Reporting directly to the Regional Manager for Sub-Saharan Africa.

POSITION

The post holder will professionally represent the University of Leicester, working directly with prospective students and key stakeholders to drive recruitment. They will effectively manage and grow a network of partners with an approach that reflects our positive brand. The successful post holder will support the region wide strategic activity and contribute to the research and operations of the team to ensure all targets are met and our brand is enhanced. The applicant will work closely and effectively with the Future Students' Office and departmental teams, including Admissions, Global Business Operations, Marketing and Alumni Engagement to ensure a coherent and sector leading approach. The applicant will be expected to complete recruitment trips across key cities in Ghana and overseas on an ad-hoc basis. Working at irregular hours and at weekends during key times in the recruitment cycle are required to deliver on our excellent service to applicants and partners.

Key Role and Responsibilities

- Responsible for achieving recruitment targets for assigned markets, in line with institutional objectives.
- Plan successful, time and cost-effective business trips, ensuring key objectives and individual targets are met.
- Represent the University of Leicester at exhibitions, schools, colleges and higher education institutions and to key partners and educational representatives in market. Deliver prompt follow up communication.
- Conduct regular visits to agent offices and train agent counsellors to keep them up to date on the University of Leicester's USPs and key dates.
- Expand our network of partner schools, higher education institutions and sponsor bodies.

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- Co-manage the team Africa email inbox and provide clear and informative information to enquirers.
- Build a rapport with applicants from early application stages and offer flexible, ongoing support and guidance during the recruitment cycle to ensure our applicants across sub-Saharan Africa are well supported via email, face to face and telephone.
- Develop an excellent understanding of the educational system in each market of responsibility and work with the Regional Manager to ensure these are accurately reflected at Admissions.
- Gather high quality market intelligence and identify market challenges and opportunities as they arise.
- Contribute to the development of the Regional recruitment and conversion strategy and present findings.
- Lead contact for the University of Leicester Ghana Chapter and support alumni engagement and the development of the alumni network.
- Create content for social media channels, working within the central marketing team guidelines.

And such other duties or projects that are within the scope of the spirit of the job purpose.

WHAT WE ARE LOOKING FOR

Qualifications/Experience:

- Good First Degree and/or experience of education counselling
- Understanding of the Higher Education and International student recruitment sectors including knowledge of education institutions, admission and visa processes.
- Experience of international student recruitment and developing overseas student recruitment channels

Skills and Competencies:

- Sales driven and motivated by a target based culture.
- Self-starter, quick to take the initiative and spot new opportunities.
- Commercially focussed, capable of delivering results in a cost effective manner.
- Entrepreneurial and innovative with a focus on delivery.
- Strong organisational and planning skills.
- Capable of building working relationships and networks with people from a range of backgrounds and cultures.

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- High level communication skills including verbal and written. Ability to communicate effectively with different stakeholders including students, parents, academic staff, education sponsors and referral partners.
- Strong customer and student centric focus, committed to delivering an excellent service standard.

What is on Offer?

- Competitive Salary
- Attractive Bonus
- Company Phone and Laptop
- Flexible working conditions
- Integrated as an offshore staff member within the University of Leicester's Future Students' Office
- Ongoing Support from MYiO UK HQ
- Career Progression Opportunities
- Opportunities to travel overseas

Want to Apply?

If you are interested in the role, please email a CV and covering letter to africa@le.ac.uk with the subject title – Global Recruitment Officer (Ghana) Position.

For any questions about the role, you can contact the Regional Manager - jules.pringle@le.ac.uk

Application Deadline: 9am (GMT) on 15th November 2023

Interviews: Will be held on Monday 4th and Tuesday 5th December over Zoom or Microsoft Teams Meetings.

Please note that we will only contact successful candidates