



<b>Job Title</b>	INTERNATIONAL OFFICER LATIN AMERICA
<b>Department/ Division</b>	EXTERNAL RELATIONS
<b>Faculty/Division of AIMS</b>	UNIVERSITY SERVICES
<b>Reporting To</b>	INTERNATIONAL RECRUITMENT MANAGER (MIDDLE EAST, LATIN AMERICA & THE CARIBBEAN)

### Job Purpose

The post holder will be part of the Recruitment and International Relations team (RAIR) with the External Relations Directorate at the University of Glasgow. Employed by Inova Education, and based in Mexico, the post holder will report directly to the International Recruitment Manager (IRM) for the Middle East, Latin America and the Caribbean, based in Glasgow. Additionally, the post holder will closely collaborate with the IRM for North America and Europe on activities related to the USA. The primary responsibility of this position is to lead student recruitment efforts, aiming to increase the number of full-time postgraduate and undergraduate international students from across Latin America attending the University of Glasgow. Key focuses will include lead generation, applicant nurturing, and support.

### Main Duties

1. To act as first point of contact for student enquiries, applicants, schools, agents, and other stakeholders of the University in the Latin America. Respond swiftly and effectively to all enquiries and maintain excellent customer relations at all times. To lead on enquiries from existing and developing markets in the region and explore recruitment opportunities.
2. To represent and promote the University to stakeholders at both online and offline education exhibitions, fairs, conferences, webinars and other recruitment events in Latin America and on occasion in the USA. Travel across both regions would be required.
3. To plan and implement online and offline conversion activities in a timely manner across the region including social media, digital media campaigns, webinars and 1-2-1 sessions, as well as recruitment events. To assist the IRM with budgeting for visits and activities across the region.
4. To contribute to market research for Latin America, including monthly and semester reports, contributing to Market Assessments and monthly briefings, providing regular statistical and trend analysis, and horizon scanning for this region, identifying highly sought-after programmes.
5. To assist in maintaining the University's agent network in Latin America through regular visits to agents' offices to give presentations, train staff, interview prospective students and attend recruitment fairs; to assist the SIO on all aspects of agent management including feeding into evaluation of agent performance and developing materials, in line with the UK Agent Quality Framework
6. To develop and maintain excellent relationships with high schools in the region, particularly international schools. To attend school fairs and webinars, manage school newsletters, and provide standard presentations to a range of audiences, including potential students, parents, and school counsellors.

### Additional Duties

7.	To work closely with the Student Recruitment Coordinators (SRC) based in Glasgow to support recruitment related administrative activity such as processing agent commission, travel booking and co-ordinating digital recruitment and conversion events
8.	To assist in maintaining the University's partner network in Latin America including making logistical arrangements for, and accompanying UofG staff on, visits; giving presentations to prospective students; and acting as a point of contact for general enquiries. To assist the University with expanding that partner network in the region, as required, including undertaking market intelligence and due diligence.
9.	To assist with logistical arrangements for the IRM and Senior International Officer (SIO) recruitment visits across the region; and to co-ordinate visits to the region by relevant members of University of Glasgow staff.
10.	To contribute to market research and intelligence on sponsors and external scholarships in the region and build a database of sponsors with points of contact.
11.	To produce and analyse data for presentation and reporting purposes. To support informed decision making and the International Recruitment Strategies for Latin America.
12.	To assist in the scholarship selection process by identifying Highly Qualified Applicants in line with published criteria. To liaise with the Glasgow-based Scholarships team to ensure awards are made and accepted on a regular basis, aiding conversion.
13.	To deputise for the SIO / IRM when required and carry out other duties as deemed appropriate by the SIO and/or the IRM MELA

Dimensions
<p>You will be working as part of the Recruitment and International Relations team (RAIR) which is part of the External relations directorate. This directorate, of over 200 staff, is responsible for attracting the very best students from across the UK and the world to our undergraduate and postgraduate courses. The team generates over £200 million in international tuition fee income for the University of Glasgow through their recruitment activities. This post sits within the RAIR and the External Relations Directorate, who are responsible for meeting the challenging international student targets of 11,000 students by 2026. It is also responsible for playing a major part in the delivery of Global Glasgow 2025, the University's Internationalisation strategy and helping develop a network of partners across the world and working closely with external facilitators such as agents and government ministries.</p> <p>You will be expected to liaise with all levels of academic and administrative personnel, including senior University management, on a regular basis and produce timely reports.</p>

## Knowledge, Skills and Experience

### Knowledge – Essential

- Degree level education
- Fluency in English
- Fluency in Spanish
- Up to date knowledge of education systems and government policy in Latin America
- Up to date knowledge of the UK and Scottish Higher Education system and application systems (e.g., UCAS)
- Some knowledge of broader external market environment in the context of international higher education

### Knowledge – Desirable

- Master's degree or postgraduate qualification
- Up to date knowledge of education systems and government policy in the USA
- Possess an understanding of the University of Glasgow

### Skills – Essential

- Working knowledge of databases, PowerPoint, Excel, Word and web-based research
- Excellent Communication and Interpersonal Skills
- Excellent analytic and problem-solving skills
- The ability to multi-task
- A customer-focussed approach to work
- The ability to work as part of a team
- Excellent time management, administrative and organisational
- Self-motivation and flexibility, able to work under own direction and initiative, and to a tight schedule
- Excellent Presentation skills
- Excellent English language

### Desirable

- Experience of public speaking
- Experience of market research

### Experience – Essential

- Relevant broad professional experience in similar or related role with degree; or without a degree, evidence of progression and development gained through more extensive relevant experience.
- Experience in a customer-facing role
- Experience of managing and processing data
- Experience of giving presentations to a wide range of audiences

### Desirable

- Experience of working in an educational recruitment/marketing office
- Experience of working with international students and/or staff
- Experience of looking after budgets

Job Features
<p><b>Planning and Organising</b></p> <ul style="list-style-type: none"> <li>• Planning for recruitment visits across Latin America including travel and appointment schedules</li> <li>• Planning and organising a large workload proficiently and effectively covering various projects and completing them within specific deadlines</li> <li>• The ability to adapt and change plans at short notice according to unanticipated circumstances</li> <li>• Planning appropriate visit schedules for inward visitors to the University, and University visitors to the region, to ensure goals of visitors and University staff are achieved.</li> <li>• Ensuring follow-up work to overseas recruitment visits is carried out in a timely manner</li> </ul>
<p><b>Decision Making</b></p> <ul style="list-style-type: none"> <li>• Responding appropriately to enquiries from potential students, schools, overseas agents and partner institutions.</li> <li>• Assessment of student qualifications to agreed entry standards and recommending offers in a timely manner where appropriate</li> <li>• Assessment of market opportunities and intelligence within both regions, with recommendations for new activity</li> <li>• Use judgement and initiative in addressing and resolving any arising issues in the absence of the SIO</li> </ul>
<p><b>Internal/External Relationships</b></p> <ul style="list-style-type: none"> <li>• Liaising with a wide range of people including departmental colleagues; Schools and Colleges; service department staff; current and prospective students; external organisations such as embassies and sponsors; partner institutions; alumni; sponsors and the University's agent and school network</li> </ul>
<p><b>Problem Solving</b></p> <ul style="list-style-type: none"> <li>• First point of contact for a wide range of enquiries</li> <li>• Act as mediator between educational agents, schools and academic &amp; administrative colleagues</li> <li>• Respond to queries/problems arising in the absence of the IRM MELA / SIO MELA where decisions are required to be made in a correct and professional manner.</li> </ul>

Approved by Job Holder			
<b>Name</b>		<b>Position</b>	
<b>Signature</b>		<b>Date</b>	

Approved by Line Manager			
<b>Name</b>		<b>Position</b>	
<b>Signature</b>		<b>Date</b>	

Approved by Head of Service			
<b>Name</b>		<b>Position</b>	
<b>Signature</b>		<b>Date</b>	

## How to apply?

You can apply for this position here: <https://www.inovaeducation.com/applyforajob>

As part of the application process you will need to submit a brief application form, together with details of referees, a comprehensive CV, and a covering letter clearly describing your motivation and suitability for the role, as well as evidence of success in the same, or similar, role.

## Closing Date

- Closing date for applications is Friday 26 July 2024, 5pm Mexico City time.
- We do **not** accept any applications submitted after this deadline.
- Only applications submitted online, that are complete, will be considered.

## Shortlisting and Interviews

- Shortlisted candidates will be contacted by Friday 02 August 2024. If you don't hear from us after this date you will not have been shortlisted.
- Interviews will be held in-person in Mexico City on Thursday 8 and Friday 9 August 2024.

## Can I speak to someone about this position?

For an informal chat about this position please contact:

Josephine Power by email on [Jo.Power@glasgow.ac.uk](mailto:Jo.Power@glasgow.ac.uk)

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