

Job Title	International Officer – North America, Cardiff University Full-time until 10 January 2029
Published	19 January 2026
Contract Duration	This is a full-time, fixed-term role ending on 10 January 2029. Based in Mexico, with remote work flexibility.

Background and Job Purpose

Inova Education is a UK and Mexico-based education consultancy supporting international student recruitment and applicant conversion for partner universities, primarily across Latin America. We work closely with institutional stakeholders to deliver high-quality marketing, outreach, admissions support, and market intelligence, ensuring an excellent experience for prospective students and university teams alike.

Inova Education is seeking to appoint an **International Officer for North America** to support Cardiff University's international recruitment objectives. The postholder will be **employed by Inova Education** and will **report directly to Cardiff University**, working day-to-day under the direction and supervision of the relevant Cardiff University line manager and in close collaboration with Cardiff's International Office team, part of the Communications and Marketing Department.*

This is an exciting opportunity to work in partnership with a highly motivated, dynamic, strategically focused international recruitment team, for a Top 200 (QS, THE) ranked global university.

As a key member of the international team, you will develop and implement strategies for international student recruitment in the USA and Mexico, with responsibility for achievement of shared recruitment targets in these countries.

You will formulate, co-ordinate and undertake student recruitment activities in your markets through effective country management. This will involve a range of business development initiatives, including market campaigns, commercial relationship management, development and maintenance of strategic partnerships, and profile-raising activities. Additionally you will provide guidance and counsel to prospective students, supporting them throughout the recruitment process, ensuring that students receive personalized advice tailored to their course selection and future academic goals. You will also play a lead role in advising colleagues in academic schools and colleges on the development of recruitment activities both within the countries that you manage and more broadly across our international activity.

This post will involve regular travel overseas and within Mexico (approximately 12 weeks per year). Due to the nature of this role, which involves frequent travel to the United States for work purposes, applicants must already possess a valid U.S. visa. Only candidates who currently hold the necessary visa to travel to the U.S. on a regular basis will be considered for this position.

*The postholder will be employed by Inova Education in Mexico, not Cardiff University. While Cardiff University will provide day-to-day operational direction and supervision through the relevant line manager, all employment matters (including contract, payroll, annual leave, policies, and HR processes) will remain the responsibility of Inova Education.

Duties and Responsibilities

Key Duties

- Contribute to the development and implementation of strategies and operational business plans for selected countries within a defined region.
- Plan and deliver student recruitment and marketing activities in the countries that you manage, including the annual cycle of recruitment visits, market campaigns, and bespoke events and activities (both UK-based and overseas).
- Provide guidance and counseling to prospective students, supporting them throughout the recruitment and application process, advising on course selection, and ensuring they receive personalized assistance.
- Undertake market analysis, overseas travel and conversion activities on behalf of the University. Represent the University at overseas events including exhibitions, pre-departure briefings, and visits to educational institutions, agents, local partners and key sponsorship/funding bodies.
- Identify and develop opportunities for collaboration with institutions, networks and business partners, and opportunities for brand development, promotion and profile raising, within the managed countries.
- Oversee and manage a delegated budget for student recruitment and marketing within the countries of responsibility and make recommendations on activities to undertake within budgets.
- Develop, sustain and manage a network of relationships with key partners in selected countries overseas, including (but not limited to) student recruitment agents, international sponsors, overseas alumni, international schools and external organisations such as the British Council.
- Make recommendations on the appointment and retention of student recruitment agents, based on an understanding of the countries of responsibility. Work with Regional Managers to monitor and evaluate agent performance within the countries of responsibility.
- Establish working relationships with key contacts in academic schools and colleges, to support the development and implementation of college and school international recruitment strategies.
- Provide professional advice and guidance to staff in academic schools and colleges on a range of international recruitment issues, based on high quality market intelligence and insight. Report on developments and activities within the countries of responsibility.
- Assist in the training and managing the work of casual staff, including international student ambassadors and advisors.
- Assist with the organisation and management of high-profile visits to the University of key stakeholders in the recruitment process.
- Work with the Development and Alumni Relations division to further alumni engagement within the countries of responsibility.
- Contribute to University wide student recruitment projects such as confirmation and clearing, scholarships and sponsors, and international student induction. Create specific working groups from colleagues across the University to deliver projects that achieve international recruitment objectives.

General Duties

- Promote a culture of high-quality customer service, aligned to Cardiff University International Office's commitment to deliver excellent customer service.
- To embrace and embody the International Office's Values & Behaviours and to act as an ambassador for these when engaging with colleagues and stakeholders across the wider Department and Institution.
- To work flexibly as part of a dedicated team, including some unsociable hours.
- Contribute to the International Office's input to projects of University-wide significance such as Confirmation, Clearing & Adjustment and International Student Induction.
- Ensure that an understanding of the importance of confidentiality is applied when undertaking all duties
- Abide by University policies on Health and Safety and Equality and Diversity
- Perform other duties occasionally which are not included above, but which will be consistent with the role

Person Specification

Essential Criteria
<u>Qualifications and Education</u>
1. Degree, or equivalent Professional membership/experience
<u>Knowledge, Skills and Experience</u>
2. Substantial experience of working within student recruitment, sales or marketing
3. Able to demonstrate professional knowledge within student recruitment, sales or marketing to provide advice and guidance to internal and external customers
4. Proven experience in developing new processes and procedures related to student recruitment, sales or marketing
<u>Customer Service, Communication and Team Working</u>
5. Ability to communicate conceptually detailed and complex information effectively and professionally with a wide range of people
6. Evidence of ability to explore customers' needs and adapt the service accordingly to ensure a quality service is delivered
7. Proven ability to develop networks in order to contribute to long term developments
8. Evidence of ability to be the external face of the University and to represent the University to a range of audiences with enthusiasm and creativity
<u>Planning, Analysis and Problem solving</u>

<p>9. Evidence of ability to solve expansive problems using initiative and creativity; identify and propose both practical and innovative solutions</p> <p>10. Evidence of ability to undertake and deliver specific projects and supervise short term project teams</p>
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Desirable Criteria

<p>11. Postgraduate/Professional qualification</p> <p>12. Experience of working in a Higher Education environment</p> <p>13. Fluency in English and Spanish</p>

Additional Information

The Communications and Marketing Department is responsible for the University's reputation and branding. It covers six areas: digital communications, communications, marketing, student recruitment, international and public affairs.

Digital Communications is responsible for the design, development and content of the external website and intranet. They provide tools, guidance, training and support to enable the University to communicate effectively across all digital channels. The team works closely with colleagues in all three academic colleges and constituent schools.

Communications plays an important part in building and maintaining the reputation of the University through effective communication to the public and to external and internal stakeholders. It communicates the achievements and aspirations of the University through a variety of media and includes a film unit. The team represents the University on a corporate level.

Marketing is responsible for developing a strong brand identity for the University at the corporate level, with an emphasis on better visual branding and market research.

Student Recruitment are responsible for student recruitment in the UK, EU and internationally. They work in partnership with the University's colleges and academic schools to recruit high calibre students. The team also manages the University's major widening participation programmes and the School's Partnership Project.

The International Office drives the University's international recruitment strategy and advises on all areas related to international recruitment and development.

Public affairs lead on stakeholder relationships locally, nationally and internationally.

Closing Date

- The closing date for applications is **Friday, 20 February 2026, 5:00 PM (Mexico City time)**.
- We do not accept any applications submitted after this date.

Interviews

- **In-person** interviews will be held in Mexico City on **Wednesday 25 February 2026**.

How to apply?

To apply, please email your application to Eric Wijmenga via email at eric@inovaeducation.com by the **deadline of Friday, 20 February 2026, 5:00 PM (Mexico City time)**.

Your application **must** include the following documents and information:

1. A full and complete CV
2. A covering letter outlining your motivation for the role and why you are suitable for it
3. Contact details for two referees
4. Any other relevant documents you feel would support your application

When submitting your application, please use the following format for the subject line of your email:

[Full Name] – International Officer North America Application

Note that incomplete applications will not be considered.

Can I speak to someone about this position?

For informal enquiries please contact Eric Wijmenga via email at eric@inovaeducation.com and please ensure you include the job title in the subject of your email.