

Post title:	In-Country Representative (Nigeria)
Salary Scale:	On appointment
Department:	International Development
Contract:	Fixed term (one-year) with extension option
Location:	UKEAS branch
Responsible to:	International Officer and UKEAS Country Director

University of Kent

The University of Kent is one of the UK’s leading academic institutions with a commitment to excellence in teaching and research that has spanned five decades.

Known as the UK’s European university, it was granted its Royal Charter in 1965 and now has over 19,000 undergraduate students studying at its campuses in Canterbury and Medway. The University has a thriving postgraduate community with approximately 3,000 students registered on taught and research programmes at Canterbury and Medway, as well as our specialist European centres in Brussels, Paris, Athens and Rome.

With almost 3,000 members of staff, the University is a major employer. In addition, it is a significant economic, cultural and social force in south east England, and contributes £0.6 billion to the region’s economy.

Our international impact is reinforced by well-established networks and collaborations with prestigious universities in Europe and around the world including the USA, Malaysia, China, Russia, Hong Kong and Japan. The University actively participates in the Erasmus programme, exchanging 400 students per year with over 100 European partner institutions. Our global partnerships offer many opportunities for our students including exchanges, study visits and work placements as well as the possibility of earning a dual degree from Kent and a partner university.

Kent’s excellent performance in the 2008 Research Assessment Exercise (RAE) confirmed our position as one of the UK’s leading universities. All of our academic schools and centres were found to be engaged in research of international and world-class standing. Following the strong RAE performance our ranking among the

research-intensive universities rose substantially, and research funding to the University increased by 46%. Over the last 12-18 months the University has invested £4.4m to support new academic appointments.

The University is consistently rated by its own students as one of the best universities in the UK for the quality of its teaching, academic provision and student experience. In the 2012 National Student Survey, Kent placed third in the UK for overall student satisfaction (of all publically-funded multi-faculty universities) and ranked 20th in the 2014 Guardian University Guide.

The University has significantly invested in its academic and leisure facilities, demonstrating our continued commitment to provide a first-class student experience. We have built new student residences at both Canterbury and Medway and have a rolling programme of refurbishment across our existing accommodation. We can now offer almost 6,000 bedrooms across both campuses, and there are additional developments planned for 2013 and beyond.

Other major building projects include new and refurbished laboratories for the School of Physical Sciences, a new £1m 'Crit' space for Architecture students, a redeveloped sports centre and a new music performance building on the Canterbury campus. The University has also undertaken a significant programme of refurbishment of key academic facilities which include a 4000m² extension to the Templeman Library and a multimillion-pound refurbishment at Chatham Historic Dockyard in Medway for the School of Arts.

Website: www.kent.ac.uk

International Development

International Development (ID) is one of the offices with major responsibilities in the field of the University's external relations. It is responsible for the recruitment of overseas i.e. non-EU students who currently make up around 16% of the full-time student body; the development and support of the University's Internationalisation Strategy; the development and management of collaborations and partnerships between the University and overseas partners; the support for the development of programmes for overseas students; the induction and welfare of overseas students at the University; in collaboration with other professional services in the University, the promotion of the University's image overseas.

UKEAS

UKEAS is an education consultancy which provides free, impartial counselling and application services for international students wishing to study at high schools, colleges and universities in the United Kingdom. The business was founded in Taiwan in 1993, and since then has helped thousands of students to study in the UK. The organisation has grown considerably and has offices in Taiwan, China, Vietnam, the Philippines and Nigeria, as well as a base in the UK.

UKEAS has accrued a great deal of experience in assisting students to meet their study abroad goals. Counsellors are professional and well versed in all aspects of

the UK education system and have built up a strong relationship and reputation amongst the UK institutions.

UKEAS insists on offering professional, impartial, comprehensive and friendly advice to all students and continuously strives to improve the services offered to both students and partner institutions.

Website: www.ukeas.com.ng

Job Purpose

This position is an exciting and novel opportunity to work with an established and highly regarded UK institution whilst also developing a vital and strategic role within UKEAS, one of the University's key worldwide agencies. The job focuses on the expansion of the crucial Nigerian market, conversion of already high application numbers from both potential undergraduate and postgraduate students as well as providing year-round specific support and advice for all referred applicants.

The University of Kent is implementing a full internationalisation strategy at all levels. Increasingly the University is developing strategic global partnerships with other institutions where synergies are evident in order to initiate joint collaborative activities and enhance academic collaboration and student exchange.

Management of this position will be the responsibility of the International Officer accountable for the Nigerian market but, any potential disputes or disciplinary matters should be raised with the Assistant Director for possible action.

The in-country representative will be an employee of UKEAS in Nigeria with the sole purpose of supporting the University of Kent. The post holder will therefore have close contact with UKEAS agency staff, ID and members of University academic staff plus those involved with international recruitment, admissions and our foundation programmes.

Key Accountabilities / Primary Responsibilities

- Under the direction of the relevant International Officer within ID, to contribute to the recruitment of international students, including assisting on marketing plans for recruitment, building up expert cultural knowledge, market intelligence and relationships with key influencers.
- Carrying out visits to support the University's links with schools, language schools, colleges and universities in Nigeria with a significant student base considering furthering their education in the UK.
- To maximise international student recruitment and profile raising opportunities for the University; to undertake domestic and if necessary, international travel as required at education exhibitions, schools and events in Nigeria and other target countries within Africa.
- In conjunction with UKEAS staff and ID, to manage the admissions and support of international students, including communicating with enquirers,

applicants and academic colleagues to achieve high rates of conversion to registration.

Key Duties

- To be a competent and professional representative of the University of Kent in all dealings with customers and, handle any enquiries in a expert and timely manner
- To keep informed and adjust to new developments relating to the University, as expected of all academic and non-academic staff
- To generate new applications for the University of Kent through the UKEAS network
- To manage the conversion of referred applications with offers, offering a local contact point with advice and counselling for the rest of the application process
- To work with the Admissions Office at the University of Kent to ensure the complete application process runs as smoothly as possible.
- To give professional one to one attention to prospective students and their parents and submit a weekly report on the status of all applications (referrals and UKEAS generated)
- To provide expert visa advice and to manage the application process to ensure no visa refusals
- To assist in the preparation of University of Kent visits to Nigeria, including promotional activity and contacting of existing enquirers and applicants
- To liaise with UKEAS colleagues in all the Nigeria offices to ensure a high visibility of University of Kent's offering
- To participate and feed into University of Kent's Nigeria conversion strategies
- To represent Kent at promotional events such as recruitment fairs, exhibitions, conferences and school visits in Nigeria, and on occasion, other countries (subject to visa restrictions)
- Travel extensively across Nigeria to conduct student interviews sessions, pre-departure briefings and counselling at agents' and partners' offices when necessary
- To manage a range of PR activities in Nigeria to increase brand awareness and market visibility

- To act as a key contact and keep up to date with changes in regulations that may affect application figures. Gather and disseminate market intelligence and opportunities in Nigeria to both UKEAS and ID
- To assist with the creation of interesting and up-to-date content for the University's social media feeds including Facebook and Twitter
- Undertake projects relevant to the ID's objectives, to be decided, as and when necessary. Fulfil any other duties as appropriate within their competence, as required by the University from time to time.

Internal & External Relationships

Internal:

International Development, UKEAS, Heads of School, Admissions Officers, Hospitality, Finance, Communications and Development, Internationalisation Task Force Members, School Marketing Officers, Recruitment and Admissions, Planning Office and The Centre for English and World Languages

External:

International schools, colleges, universities, private education providers, funding bodies, Embassies, British Council, agents and University of Kent alumni to increase the University's international profile and numbers of international students

Person Specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications are assessed against each of the criteria either at application or interview stage. Applications will be deemed unsuccessful if an essential criterion is not met. This may also help you self-select if you are suitable for the role.

▪ Qualifications / Training

	Essential	Desirable
Educated to degree level (or equivalent qualification)	✓	
UK educated (preferably at degree level)		✓
Marketing qualification.		✓

▪ Experience / Knowledge

	Essential	Desirable
Proven experience in international student recruitment		✓
Cultural awareness of UK and experience in dealing with international organisations	✓	
Previous experience in a busy/pressurised environment.	✓	

Knowledge of student recruitment markets.	✓	
Knowledge of Key Stakeholders including the British Council, UKCISA, UCAS, CIS, and EnglishUK		✓
Recruitment, marketing or sales background		✓
Experience of working with international recruitment agencies		✓
Fluency in foreign languages.		✓
Knowledge of the International Schools sector both overseas and in the UK		✓
Detailed understanding of UK immigration policy and procedures, especially in regard to language testing and progression requirements		✓
Knowledge of Nigerian providers of Foundation and alternative University preparation qualifications		✓

▪ **Skills / Abilities**

	Essential	Desirable
Good IT skills, including Microsoft Office packages	✓	
Proven ability to combine strategic thinking with attention to detail	✓	
Ability to communicate to a wide range of audiences both in writing and orally, including strong presentation skills	✓	
Excellent organisational skills.	✓	
Excellent analytical skills.	✓	
Ability to work efficiently, accurately & calmly under pressure	✓	
Ability to work well within a team to achieve the Office's objectives	✓	
Project management skills		✓
Budget management skills		✓

▪ **Additional Attributes**

	Essential	Desirable
Goal orientated and highly motivated.	✓	
A flexible approach to work.	✓	
Flexibility and willingness to undertake regular travel in Nigeria and, on occasion, overseas including flexibility of evenings and weekends.	✓	
Ability to empathise with the purpose and values of the University and to work effectively with academic staff and students.	✓	
Potential and motivation to develop a successful career in higher education.		✓