



University of
Sheffield

Associate Director of International Recruitment

Candidate Brochure



Welcome from the Director of Global Engagement

The University of Sheffield is a truly special place, with a bold and ambitious future.

The University of Sheffield's origins began with the Sheffield School of Medicine, founded in 1828, and the University itself was established in 1904. Although well-known for its medical and engineering expertise, today Sheffield has more than 20 different academic schools, teaching specialities, such as artificial intelligence; data analytics; business and economics; arts and humanities; and natural and physical sciences. We attract more than 28,000 students each year who are taught and supported by over 8,000 staff.

Our Vision is to deliver life-enhancing research, innovation and education that not only transform the lives of our graduates, but shapes the world we live in. This Vision is underpinned by four interconnected pillars; the first three are core to our purpose of delivering world-class research, innovation and education. The final pillar is how we achieve success - by working as One University.

The department of Global Engagement works across the University to identify, support and deliver international opportunities as part of the University's mission to be a leading global university. We are a dedicated team of professionals whose work supports international student recruitment ambitions, develops impactful partnerships with like minded institutions, and expands global opportunities for staff and students.

To help us achieve our international student recruitment ambitions, we have an exciting new opportunity to join us as Associate Director of International Recruitment. We are seeking to appoint an exceptional leader to drive our international student recruitment, providing expert leadership to a dedicated team of specialists, implementing innovative strategies to diversify recruitment streams and advocating and advising internally. This role demands a strategic thinker who is not afraid to push boundaries and innovate. We're looking for someone with the confidence and credibility to make decisions and bring people together.

I am truly passionate about the transformative power of education and believe that our University provides a welcoming, collaborative and inclusive community for all students. Our international student community enriches everyone's lives through sharing their global perspectives, cultures and ideas. When they finish their studies, international students become global ambassadors for our city, region and the UK. Their affection and advocacy for Sheffield and South Yorkshire helps us build strong international links that bring opportunities and investment.

As our Associate Director of International Recruitment you will take the lead in bringing international students to study at our University, supported by a team of experts in the UK and overseas and working collaboratively across the organisation. If you share our ambitions and drive to make a positive difference, we would be delighted to receive your application.

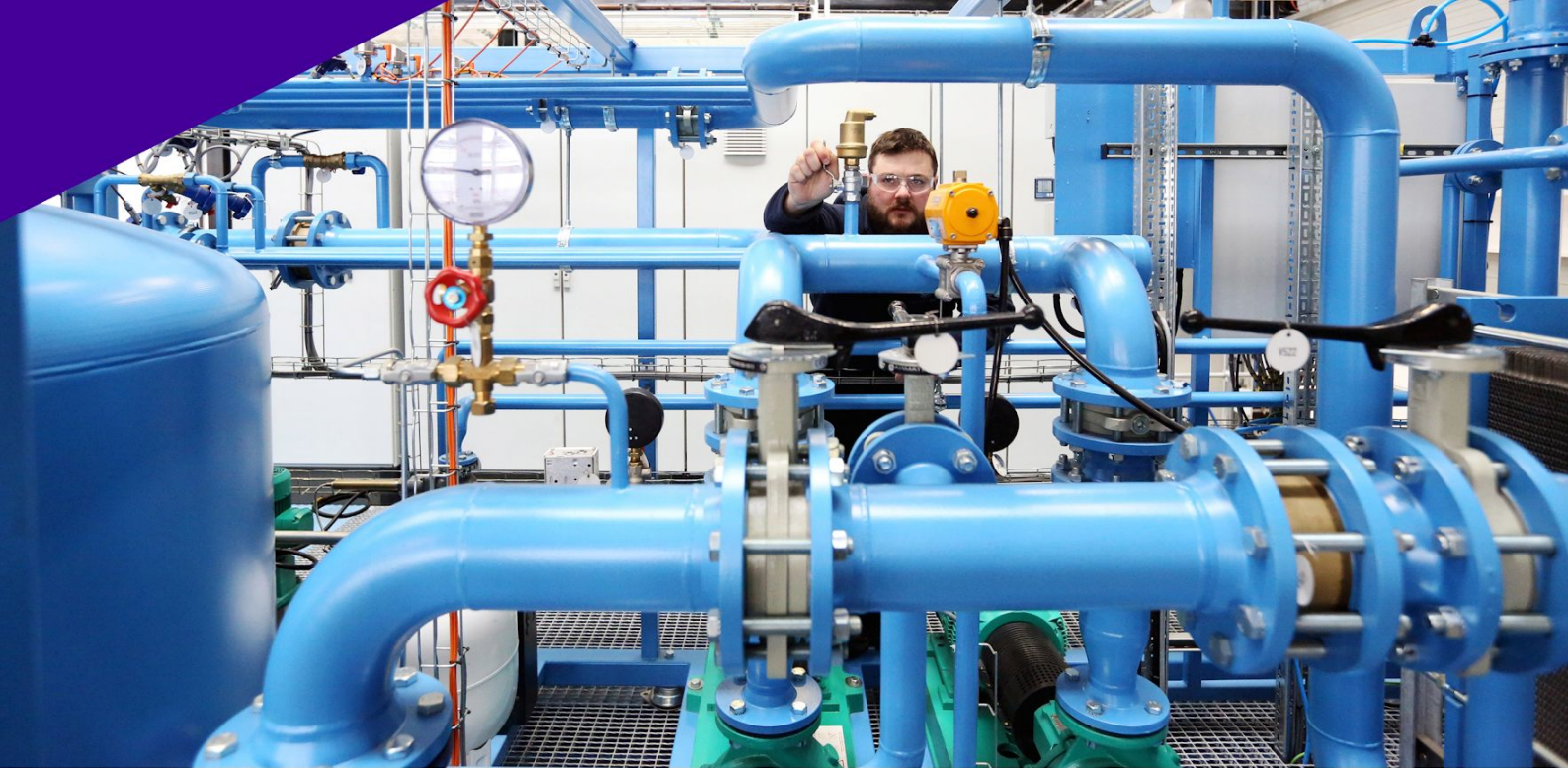


Louise McCarthy,
Director of Global Engagement, University
of Sheffield

Contents

Welcome from the Director of Global Engagement	1
About the Department of Global Engagement	2
Our Vision and Strategic Plan	3
Our Story and Values	4
The Opportunity Overview	5
Main Duties and Responsibilities	6
About You	8
Terms of Appointment	9
Sheffield - A Remarkable Place To Work	10
Our Education and Student Experience	11
Our Research and its Impact	12
Sheffield - A Remarkable Place To Live	13
How to Apply	14





About Global Engagement

As a department we work across the University to identify, support and deliver international opportunities as part of the University's mission to be a leading global university. We are a dedicated team of professionals whose work supports international student recruitment ambitions, develops impactful partnerships with like minded institutions, and expands global opportunities for staff and students. Strong internal collaboration across the department is critical to connect and maximise opportunities for the University.

The International Recruitment team develops and delivers global strategies to recruit international students to all levels of study at Sheffield, undertaking a wide range of recruitment activities across the full prospective student journey. This includes direct recruitment, managing stakeholders such as sponsors and agents, and recruitment via progression partners. The UK based team is divided into four regions covering different areas globally and we also have staff in China, India, Indonesia, Malaysia, Nigeria and the USA.

The International Partnerships and Global Opportunities team build long-term bilateral collaborations between Sheffield and its partners. We enable staff and student global mobilities, secure funding, establish articulation partnerships, and support individual researchers and centres to connect with their peers and explore mutually beneficial projects. By building partnerships, we are negotiating access to international opportunities through our diverse portfolio of partners, and by opening our campus and sharing facilities and expertise, we are removing barriers for our academic and student community to forge new impactful international networks.

The department is supported by a dedicated International Marketing and Communications team and an Administrative/Operations team.

We work closely with professional services departments and academic schools across the University to collaborate on strategic projects and initiatives.

Join Global Engagement and you become part of a collaborative and supportive community. We value our staff's well-being and foster an environment where everyone can thrive and achieve their goals. We're passionate about what we do and look forward to like-minded individuals joining us.



**University of
Sheffield**

Our Vision and Strategic Plan

The University of Sheffield is special. A world class institution at the heart of our city. Driven by outstanding people working as One University. We believe our work has the power to change lives. Not just for those who study, teach and do research here. But for those who benefit from the breakthroughs we make every day. We're proud of our past. Yet it's the future that really excites us.

We are the University of Sheffield. And this is our vision.

Find out more about our [Vision and Strategic Plan](#).

Our Four Pillars

Through our 4 pillars of Research, Innovation, Education and One University we will deliver life-enhancing research, innovation and education that not only transforms the lives of our graduates but shapes the world we live in.



Research

Our distinctive and innovative research will be world-leading and world-changing. We will produce the highest quality research to drive intellectual advances and address global challenges.



Innovation

Our transformative research and enterprise will address the world's most pressing challenges. We will enable and promote a culture of excellence in innovation and entrepreneurship across the University.



Education

Our research-led programmes will inspire, enthuse and challenge a diverse community of outstanding students. Our graduates will be equipped to stand out as confident global citizens guided by strong values, ethics and standards, able to make meaningful contributions to society.



One University

We will build a diverse community of staff and students from a broad range of backgrounds, demographics and cultures, and create an inclusive, supportive and collaborative environment in which they can succeed and flourish.

Our Story

115 years in the making, [our story](#) continues to evolve every day, defined not just by our achievements but by the unique character of our people and this remarkable city.

Our Values

We believe the best way to achieve our Vision and Strategic Plan is by fostering an ambitious, inclusive, collaborative community through our values.

We are, and will always be, guided by our values:

We are **ambitious** and strive for **excellence** in all that we do.

We believe in **collaborative** working.

We champion an **inclusive** and **diverse** community.

We are **responsible** – for our people and the wider world.

We are open and **transparent** about the decisions we make.



The Opportunity Overview

This is an unique opportunity to make a significant contribution to the University's international recruitment ambitions, taking responsibility for developing and executing innovative international recruitment strategies.

You will provide direction, support and leadership to the international recruitment team to deliver on that vision.

Working as part of Global Engagement's leadership team you will be dedicated to the outward-facing side of international recruitment and to the internal-facing advisory role that the team provides.

A strong cross-team working style is vital, as you will also work with the Partnerships and Global Opportunities team to identify opportunities that may lead to increased recruitment.

Already possessing significant experience and expertise in the field of international recruitment, you will be well prepared for this exciting new role, with the confidence and knowledge to make significant decisions regarding our recruitment activities.

You will be an excellent communicator, aware of the importance of return on investment, fully aware of trends within the sector and dedicated to achieving the highest standards.

**RUSSELL
GROUP**

A member of the Russell Group
of leading UK universities

REF Research
2021 Excellence
Framework

92 per cent of our research is classed
as world-leading or internationally
excellent.

THE WORLD
UNIVERSITY
RANKINGS
2022

Top 50 most international universities

**Good
University
Guide 2023**
2nd in the north

over **30,000** students
from 150 different countries

8,600 staff

£831.7m

University income

**6 Nobel Prize winners among
former staff and students**

Main Duties and Responsibilities

Corporate Leadership

- Provide strategic direction to University Executive Board and Faculties in the area of international student recruitment at all degree levels of study (UG/PGT/PGR) and maximise coordination of recruitment activities for the University with the University of Sheffield International College.
- Use expertise and knowledge alongside market, economic and forecast data to determine market strategies.
- Recommend strategies on financial incentive packages such as scholarships, discounts and that increase recruitment and net gain to the University.
- Determine priorities and allocate resources, planning operations, activities and programmes of work in line with the recruitment agenda, with a focus on return on investment.
- Deputise for the Director of Global Engagement when required.

Department / Service / Faculty Leadership

- Take responsibility for developing and executing international student recruitment strategies that best supports the achievement of the university's recruitment targets; in particular, identifying market diversification opportunities.
- Take responsibility for the negotiation and management of the University's agent network, ensuring compliance with the Agent Quality Framework.
- Represent the University both overseas at recruitment events and in the UK on sector relevant groups and with external bodies (e.g. BUILA, NCUK), and maintain a network of contacts across other institutions.
- Occasional overseas travel will be required.

Group Management and Planning

- Use expertise and knowledge alongside market, economic and forecast data to determine market strategies.
- Determine priorities and allocate resources, planning operations, activities and programmes of work in line with the recruitment agenda, with a focus on return on investment.
- Liaise closely with colleagues to ensure opportunities for recruitment are maximised through partnership activity, fee paying study abroad and summer schools.

People Leadership and Management

- Provide leadership and support to a team of c.28 staff (c. 15 staff based in Sheffield, 13 based overseas in China, SE Asia, India, Indonesia, Nigeria and USA), and an annual cohort of international student ambassadors, covering a wide range of outward-facing activities.
- Line manage the Senior International Recruitment Managers, working to balance workloads and develop/utilise skills and expertise across this group.



Main Duties and Responsibilities - Continued

Key Internal Relationships

- Provide strategic direction to University Executive Board and Faculties in the area of international recruitment.
- Maximise coordination of recruitment activities for the University with the University of Sheffield International College.
- Develop network of key leadership contacts with other Professional Service areas including; Marketing, Admissions, Recruitment and Communications (MARC), Careers, Campaigns and Alumni, to identify opportunities to support international recruitment initiatives.
- Liaise with the Head of International Marketing & Communications (GE), Marketing and Market Insight teams (MARC) to ensure that marketing and conversion activities are innovative and have impact.
- Deputise for the Director of Global Engagement when required.

Additional

- Your Line Manager will be the Director of Global Engagement
- Your Direct Reports will be Senior International Recruitment Managers x 4
- Carry out other duties, commensurate with the grade and remit of the post.



About You

Experience and Achievements

- Significant leadership experience in international student recruitment within HE, including a proven track record of successful development and implementation of recruitment strategies to achieve targets.
- Proven ability to motivate and provide leadership for multi-tasked teams, including across cultures and time zones.
- A proactive approach to management, incorporating a track record of managing in a changing context and developing high performing teams.
- A proven ability to negotiate, influence and persuade key decision makers, using a solution-focussed approach.
- Proven ability to be forward-looking, initiating and continuously improving activities, demonstrating agility & commercial awareness.
- Experience of financial management and the ability to manage and control budgets, resources and funding.

Personal Attributes

- Excellent interpersonal skills, with the ability to convey complex information clearly (employing highly developed writing and analytical skills).
- Confidence and experience with data analysis and evaluation (including knowledge of trends in the HE sector).
- Willingness and ability to undertake international travel.

Education and Skills

- Degree or equivalent experience
- Marketing qualification(s) e.g. through the Chartered Institute of Marketing (desirable)

Knowledge

- A solid understanding of higher education in the wider national, international and political context, including implications of government policy on the international student recruitment landscape.



Terms of Appointment

This appointment will be underpinned by a permanent, senior grade post.

The salary will be £70,579 to £89,352, depending on the skills and experience of the successful candidate. Salary will be payable monthly in arrear from the date on which you take up your post.

Holidays:

A minimum of 41 days annual leave including bank holiday and closure days (pro rata) with the ability to purchase up to 10 days more of additional annual leave.

Pension:

Eligibility to join the Universities [Universities Superannuation Scheme \(USS\)](#), a hybrid scheme with both defined benefits and defined contribution sections.

Other benefits:

- A generous removal/relocation expenses package, subject to eligibility in line with the terms of the scheme.
- Flexible working opportunities including hybrid working. Minimum of 2 days a week on campus
- Our staff wellbeing offer, which encourages and supports staff to maintain their own positive health and wellbeing through a range of accessible, inclusive and supportive services and activities.
- A comprehensive selection of benefits and offers to suit your lifestyle needs under the umbrella of The Deal.
- Access to extensive development and training opportunities.
- Award-winning equality and diversity action which enhances working life for all.

For more information on any of the above visit:

www.sheffield.ac.uk/jobs/benefits



Sheffield - A remarkable place to work

Our people and their collective talent are what make Sheffield such a special place to live and work. We're a diverse community that shares values, purpose and identity. We're committed to changing the world for the better, through the power and application of ideas and knowledge.

We'll encourage you to pursue the extraordinary. To do this, we want you to be healthy, happy, engaged, and to feel you belong. We build teams of people from different backgrounds whose talent and contributions complement each other to the greatest effect. We believe diversity in all its forms delivers greater impact.

We want to hear from people who are as committed as we are to putting diversity, inclusion and belonging into practice to make the most significant contribution we can to addressing the great challenges of the century.

We make sure to reward and recognise the contributions, values and behaviours that align with those of the University.



Education and Student Experience

We have a long history of welcoming international students thanks to the combination of world-class education and outstanding student experience. Every year around 28,000 students from over 150 countries choose to study at Sheffield. We offer a world-class teaching and learning experience with programmes informed by both our research and our industry connections. We attract the best and brightest minds to study with us and our graduates stand out as confident global citizens, guided by strong values and ethics and able to make meaningful contributions to society.

We're proudly international and we will always advocate for those who are part of our community both in the UK and overseas. The #WeAreInternational campaign was founded by the University in collaboration with our Students' Union to celebrate and showcase the contribution of our international students to our community, culture and economy. It's an issue that is as important to us now as it was when the campaign was first launched.

We're leading the way with innovative approaches to learning and teaching, intertwining theory and practice alongside opportunities to gain real-world experience and explore different cultures. We know that students' time at Sheffield is part of a bigger plan and we want to do everything we can to support our students to fulfil their personal, academic and career potential.

Our students can experience life in another country by spending time at a partner university, whether for a year or for just a few weeks. Year-long work placements, shorter internships or part-time work offer students the chance to gain practical work experience whilst studying.


The student experience at Sheffield is unrivalled. Our diverse and friendly community provides an ideal environment for students to thrive and our extensive support services help students to settle into University life quickly and confidently. Our Students' Union has won the Whatuni Student Choice Award for Best Students' Union for seven consecutive years and we were named University of the Year and Best for Student Life at the 2024 awards. Committed to sustainability, inclusion and equality, our SU is dedicated to amplifying the student voice and making a positive change on campus. There are also over 350 societies and sports clubs to join.

Our Research and its Impact

With 120 years experience as a leading global university, we have a history of changing the world for the better. From the first documented use of penicillin as a therapy in 1930, a drug that has gone on to save more than 82 million lives worldwide, to building Europe's largest research-led manufacturing cluster, home to Rolls-Royce, Boeing and McLaren Automotive, our inventive spirit, and top quality research environment is what sets Sheffield apart. Put simply, our research changes lives and advances our understanding of what it means to be human. We work with other leading universities, governments and multinational companies to tackle the biggest challenges facing the world today. We're focused on the biggest issues in climate, energy, health and social justice. We're also protecting and promoting the arts, culture and heritage.

Sheffield's cross-faculty research centres harness the University's wealth of interdisciplinary expertise and research excellence to solve the world's most pressing challenges. From food sustainability and green energy to neuroscience and AI we are pioneering new technologies, transforming health and social care, finding solutions to social and cultural challenges and working towards a sustainable, equitable future for everyone. We believe that research should have no boundaries. International and interdisciplinary collaborations drive intellectual advances and solve global challenges.

We are proud to be members of the Worldwide Universities Network (WUN) and the Association of Commonwealth Universities (ACU). These networks connect us to like-minded institutions in our shared pursuit of excellence through research, teaching, and community engagement. We have partnerships with leading universities across the world. Together the breadth and depth of our research is stronger and we're able to translate academic research into real world impact much sooner than we could alone.

A photograph of three researchers in a laboratory setting. They are wearing white lab coats and safety goggles. The researcher on the left is a woman with blonde hair tied back, looking down at a piece of equipment. The researcher in the middle is a woman with dark hair, smiling and looking towards the right. The researcher on the right is a man with dark hair, also smiling and looking towards the right. They appear to be working together on a piece of laboratory equipment. The background shows a window with a white lattice pattern and some outdoor greenery.

We are in the top 10 percent of all UK universities for research.

92 per cent of our research is classed as world-leading or internationally excellent by the Research Excellence Framework 2021.

Sheffield is a major student city with a strong sense of community. It's vibrant, diverse and surrounded by some of the most breathtaking countryside in the UK. We're not surprised that so many of our students move here and fall in love with Sheffield. They discover a forward-thinking city that's safe, affordable and easy to explore.

Our extraordinary city is the perfect setting for groundbreaking collaborations. Although it's world-famous for precision engineering, creative and digital industries account for almost two fifths of the region's jobs.

Healthcare technology is another growth sector. Sheffield Teaching Hospitals is the UK's largest NHS foundation trust. Our close links with the city make innovation and progression possible.

Sheffield has been called the UK's greenest city; there are 50 public parks and 170 woodlands within the city boundary. As England's fourth-largest city, it has the wealth of facilities you'd expect to find in a major city, yet more than a third of Sheffield lies inside the Peak District National Park.

Sheffield is geographically diverse, nestled in a natural amphitheatre created by seven hills, and fed by five rivers. This diversity has given rise to an exceptional range of activities available, from climbing, mountain biking, road cycling, running, walking - we've got some of the best in the world.

The city contains an abundance of entertainment and cultural activities including award-winning theatres, museums and galleries, a variety of clubs and live music venues, and a range of spectator and participation sports. With a thriving cultural industries quarter and a range of city-wide events throughout the year, there is something on offer to suit everyone's taste and interests.

Located in the centre of the UK, at the heart of an excellent transport network, the M1 and M62 are within easy reach, there are 5 international airports within 65 miles and a bustling railway station offers access to every corner of the UK, and beyond. The main University campus lies on the western edge of the city centre and is easy to get to by car, bus and tram.

To find out more about how we work with partners and friends in Sheffield to help shape a culturally and economically vibrant city visit: www.sheffield.ac.uk/about/city



**Sheffield -
A remarkable
place to live**

How to Apply

The University of Sheffield has engaged the services of Dixon Walter to assist with this appointment, to whom applications should be sent by the closing date of **Midnight on Sunday 27th April 2025**.

For further information and details of how to apply please visit the vacancy microsite at: <https://www.dixonwalter.co.uk/opportunities/international-recruitment-sheffield> or contact Simon Critchley , Dixon Walter at simon@dixonwalter.co.uk

In order to apply, please submit:

- a comprehensive Curriculum Vitae (CV)
- a Covering Letter setting out your interest in the role and details of how you match the required criteria
- details of three referees and your notice period (referees will not be contacted without your permission)
- a completed Personal Details Form (available from the website above)

Longlist interviews with Dixon Walter will take place during weeks commencing 28th April and 5th May.

Final interviews will take place on campus and are expected week commencing 26th May TBC.

GDPR: In making an application for this role we ask you to view Dixon Walter's Privacy Notice which outlines our compliance to General Data Protection Regulations and the use and storage of your data.





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