

# Director of International Recruitment

Company:

**Headway People / Africa Business School, UM6P - Mohammed VI Polytechnic University**

Location:

**France / Dijon**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**2022-08-18**

Contact Person:

**If you wish to apply for this position, please specify that you saw it on AKADEUS.**

**Headway People** is a leading direct sourcing specialist recruiting exclusively for the higher education, research and training sectors. **Burgundy School of Business (BSB)** has engaged our services for the recruitment of an outstanding individual located in Dijon and Lyon for the position of:

## Director of International Recruitment (H/F)

Reporting directly to the School's Director of Development, the Director of International Recruitment is responsible for the following main activities (non-exhaustive list):

### **1. Strategy and networks**

- Analyse and determine the target markets (geographical areas / programmes / competition analysis) in order to elaborate and implement a development strategy adapted to the objectives set by the general management.
  - Elaborate the multi-distribution (sales) strategy for BSB's programme provision at the international level.
1. BtoB: (institutional agreements with international academic institutions) in collaboration with the International Relations Department,
  2. BtoC: direct approach (physical presence at student fairs and events, and particularly in remote format),
  3. BtoBtoC: via the network of agents and area managers.
- Propose, develop and manage projects to achieve these objectives.
  - Adopt an innovative approach within the limits set by BSB.
  - Identify and manage the resources (tools, budget, staff, etc.) required to successfully accomplish the actions undertaken and achieve the desired results.
  - Adopt a group vision of the strategy pursued in liaison with other units within the Development Department (National Promotions / Business Engagement & Networks) in order to pool any possible initiatives and ensure the continuity of the development policy.

### **2. Development and recruitment operations**

- Implement the application tracking and reporting processes for international student recruitment in the specialised information system.
- Develop, build, review and improve the network of agents and area managers.
- Contribute to the organisation of the network of agents and area managers worldwide: provide information on new products, lead information meetings, provide advice according to their needs (eligibility, profiles of applicants to be recruited, etc.).
- Lead and participate in recruitment events worldwide (student fairs, webinars, etc.), individual counselling and tracking of applicants, "sales", tracking of enrolments, on-site welcome.

### **3. In close collaboration with the Communications - Marketing Department**

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- Identify operational marketing actions required to achieve results and adapted to each stage of the prospection cycle (from prospect to student).
- Make recommendations (monitoring of competition, innovations, benchmarking) concerning the marketing resources needed to achieve results in line with the vision of the BSB corporate brand.
- Coordinate the promotional and marketing actions implemented as part of a global vision ensuring a uniform applicant experience, whatever the source of contact and the stage of the prospect (high-quality applicant experience).

### **4. Market intelligence, monitoring and reporting**

- Analyse markets, their needs, competition and their programmes in order to provide the programme management team with relevant information for the development of our programme provision.
- Carry out in-house monitoring of the evolution of BSB's programmes and overall provision.
- Set, measure and monitor the international recruitment activity's KPIs.
- Conduct high-quality monitoring of the marketing/communication/distribution tools used.
- Contribute to the monitoring of competitors through operational on-the-ground benchmarking of their activities.
- Carry out regular reporting in cooperation with the Admissions Department.

### **5. Management**

- Manage the International Development team and ensure their professional development.
- Draw up performance targets and individual / team objectives.
- Promote collaboration within the team and with other departments.
- Conduct one-to-one appraisal interviews.

### **Person specification:**

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- Management School graduate, or equivalent (Master's degree level).
- Knowledge of the Higher Education sector.
- Proven experience in the same type of position involving management responsibilities.
- Knowledge of the administrative procedures for recruiting and welcoming international students (Visa, dealings with embassies, Campus France).

- Network of established partners.
- Computer skills: excellent command of the Office suite, CRM tools, databases.
- Bilingual French and English, proficiency in a third language an advantage.

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**Desirable personal qualities:**

- Ability to make recommendations and convince others.
- Determination.
- Excellent interpersonal skills.
- Collaborative spirit, ability to work in cooperation with others.
- Service and results-oriented focus.
- Empathy towards others, ability to explain and to show diplomacy.
- Team leadership.

**Job details:**

- Full-time senior management contract (CDI), with a 4-month probationary period renewable once.
- Position based in Dijon requiring frequent national and international travel.
- Remuneration package in line with the successful applicant's profile and experience.

**Recruitment process:**

Candidates should submit a detailed CV, cover letter and list of references to: [s.obarowski@headway-advisory.com](mailto:s.obarowski@headway-advisory.com).

Following two to three interviews with the **Headway People** recruitment consultants, shortlisted candidates will be invited to attend further interviews with our client's senior management team.

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