

International Conversion Manager			
School / Department:	Marketing, Recruitment and Communications	Grade:	G - £44,131 – £51,182
New appointees to Birmingham City University will ordinarily be appointed at the entry point of the appropriate grade			
Pension classification:			<i>Other</i>
Responsible to:	Associate Director International Recruitment	Responsible for:	N/A

Job Purpose

The International Conversion Manager will play a key role within the University's Marketing, Recruitment and Communications (MRC) team, focusing on maximising student recruitment and conversion from initial enquiry to enrolment.

The postholder will deliver customer-centric engagement strategies to create a personalised recruitment journey for prospective international students, continually improving targeted communications between the University and international applicants, and leading and developing the Conversion team.

The International Conversion Manager will also enhance and refine annual conversion campaigns while overseeing the measurement of key performance metrics to track and improve effectiveness.

Collaboration will be essential, working closely with the Associate Director International Recruitment, the Conversion Officer and the wider International Recruitment team. It will also be necessary to build strong relationships with teams across MRC and the University, helping to shape a more customer-focused and externally engaged approach.

Main Activities and Responsibilities

1. Implement and develop a global conversion strategy and annual plan aligned to market priorities, programmes and intakes.
2. Develop and maintain guides/handbooks, for applicants and education agents, keep website sections prominent, and ensure timely production/distribution of materials.
3. Line management of team, including commitment to a coaching approach to build team member skills, continuously improving the staff experience and active participation in team and directorate annual planning.
4. Develop a customer focused Conversion team with detailed knowledge of the enrolment journey and sales pipeline data, ensuring that team members understand their role within the wider Department and their KPIs.
5. Oversee the development and implementation of an annual plan of conversion activity aimed at increasing the number of enquirers and applicants that convert to enrolments, across all levels and modes of study. Ensure that creative and innovative strategies are used to increase the University's



- conversion percentage across all stages of the student journey, and across multiple channels including email, direct mail and phone.
6. Lead the delivery of region-specific conversion campaigns by creating tailored campaigns for priority markets, working closely with our overseas teams for maximum alignment and impact.
 7. Design and deliver regional specific and global conversion campaign using multiple channels such as phone, email, WhatsApp, webinars, virtual open days, etc.
 8. Work collaboratively with colleagues in Marketing, Recruitment and Communications on a range of activities including production of digital content including videos, testimonials, vlogs, blogs and social media materials.
 9. Ensure academic teams are involved in international conversion, working closely with academics and our MRC Business Partners.
 10. Develop and use innovative methods to improve conversion rates across key stages of the recruitment funnel, capturing accurate data and adhering to high level of GDPR compliance.
 11. Maximise promotional activities across social media and other marketing channels, working closely with the Brand and Creative Marketing team to ensure positive exposure from BCU activity in all markets.
 12. Produce regular reports tracking conversion activities and all stages to inform strategic decisions and tactics.
 13. Conduct market research, attend events and provide expert advice on international conversion opportunities to Associate Director International Recruitment.

Person Specification

Essential Criteria	Application Form / Support Statement / Interview
1. Educated to degree level and/or professional qualification in, and/or substantial practical knowledge of, marketing, customer relationship management, customer service, or related discipline	Application Form / Interview
2. Significant experience in implementing and developing a global conversion strategy and annual plan aligned to market priorities, programmes and intakes.	Application Form / Support Statement / Interview
3. Substantial experience managing CRM marketing function, either client or agency side, preferably, within Higher Education	Application Form / Support Statement / Interview
4. Experience of developing, delivering, evaluating, and optimising multi-channel segmented CRM nurture and conversion campaigns	Application Form / Interview
5. Experience of managing, developing, and configuring CRM and Marketing Automation system, capturing and managing data via online forms and event software	Application Form / Interview
6. Expert in the use of CRM systems (preferably Microsoft Dynamics), Marketing Automation Systems, Data Capture and Analytic	Application Form / Interview
7. Excellent written and oral communication skills including the ability to negotiate and adjust information that needs careful explanation or interpretation to suit the needs of different audiences	Application Form / Interview
8. Expert knowledge on the international recruitment journey and student application lifecycle	Application Form / Support Statement / Interview

9. In-depth knowledge of UK Data Protection regulations and how they apply to all aspects of CRM data use.	Application Form / Interview
10. Experience of forming and sustaining effective working relationships and networks	Application Form / Interview
11. Willingness to work at university recruitment events (overseas, on campus or online) which involves sometimes working on Saturdays and weekday evenings annually	Application Form / Interview
Desirable Criteria	
12. Extensive knowledge of digital marketing, data visualisation and analysis skills	Application Form / Support Statement / Interview
13. Experience of international recruitment within the higher education sector would be an advantage	Application Form / Interview

- Application Form – assessed against the application form. Normally used to evaluate factual evidence e.g. award of a qualification. Will be assessed as part of the shortlisting process.
- Interview – assessed during the interview process by either competency-based interview questions, tests, work-related exercise, presentation and discussion, or teaching session etc.