

## LONDON CENTRE FOR TRAINING & DEVELOPMENT



### MARKETING AND RECRUITMENT VACANCY- INTERNATIONAL REGIONAL MANAGER

#### **JOB SPECIFICATION**

Department: Marketing & Recruitment  
Job Title: International Regional Manager  
Reference: LCTD/IRM/22/1  
Date posted: Monday 24<sup>th</sup> January 2022.  
Salary: £35,620  
Employment Status: Full Time (Mon- Friday) (10am – 5pm)  
Start Date: Monday 2<sup>nd</sup> June 2022  
Reporting to: Director of Studies (Olanrewaju Sharafa)

#### **ABOUT LCTD**

LCTD's mission is to remain a highly reputable education provider that creates opportunities, success and futures for everyone. We provide students with the opportunity to progress with their career aspirations. LCTD prides itself as a leading training provider who does everything 'exceptionally' to ensure our staff, assessors, and learners achieve their full potential.

Since March 2016, LCTD has provided relevant, accredited and professionally recognized adult qualifications. The London Centre for Training & Development (LCTD) is accredited by Accreditation Service for International Schools, Colleges and Universities. ASIC is an independent body providing accreditation services for independent, further and higher education colleges.

Awarding Bodies, licensed by Ofqual, accredit the courses offered by LCTD. These courses are available from RQF level 2-8. As an ASIC recognized training provider, all our qualifications are open to the UK and international students.

LCTD is currently in a transition phase towards the actualization of a contemporary and vibrant rebranding that reflects the success and aspiration of our "Greenwood Committee IHE Project 2024."

#### **LCTD INSTITUTIONAL & EDUCATIONAL PARTNER**

London Centre for Training & Development (LCTD) is:

- Fully accredited by Accreditation Service for International Schools, Colleges and Universities (ASIC),
- A Further Education member of UKCISA.
- An accredited agent of:
  - University of Northampton, London.
  - Anglia Ruskin University, London.
  - British School of Marketing International (A registered Student Sponsor Student College).
  - London Graduate School (An Academic Partner to the University of Chichester).
- A member of the National Network for the Education of Care Leavers (NNECL). LCTD membership of NNECL signifies our commitment to the care-experienced agenda. Care leavers are a priority target of the LCTD strategic mandate.
- A member of the South East London Chamber of Commerce. We are proud to align with the vision of the South East London Chamber of commerce that ensures "South East London continues to thrive as a prosperous and connected community.
- Recognized by Awarding Bodies, licensed by Ofqual including- OTHM, HIGHFIELD QUALIFICATIONS, QN UK.

## LCTD STRUCTURE, MANAGEMENT & OPERATIONS

The senior management team currently leads our four established centres and the enterprise and innovation units. LCTD established centres and units includes:

- Centre for Accounting & Business Professionals (CABP).
- Centre for Health Care Professionals (CHCP)
- Centre for Education and Training (CETP)
- Centre for Security & Defence (CSD)
- Enterprise and Innovation

The Centre Manager, supported by the senior management team (including the Director of Studies, Head of Centre, and Associate directors), ensures the smooth operation of LCTD. The core objectives of the senior management team are to deliver on LCTD.

- Foundation courses,
- Professional courses,
- University pathways programmes,
- Enterprise and Innovations projects.

The assessment, teaching and administration activities are carried out at the South-East London location. LCTD adopts an International students' recruitment strategy.

## ABOUT THE JOB

### PURPOSE:

As the **International Regional Manager**, you will be responsible for recruiting students and providing business development support in recruiting, developing and managing agents in different parts of the world, especially in Africa.

This role will require you to make phone calls, send emails and meet the students in person. You will also look into developing partnerships in a predefined geographical area, reaching out and setting up partnerships with businesses, universities or international education institutions to market our programs. In this instance, you will promote activities of the Centre's Enterprise and Innovation department, including marketing services to international business owners, promoting endorsed qualification, short-courses, and LCTD executive masterclass programmes.

Key relationships include the Admissions, Marketing and senior management team and tutor/assessors to ensure collaborative and robust annual plans are in place to meet the student recruitment and business income targets.

The purpose of this role is to drive student recruitment in key international markets by planning and delivering in-country activities and developing value-led international partnerships resulting in achieving LCTD's ambitious for students enrolments and income targets.

## **OTHER KEY RESPONSIBILITIES WILL INCLUDE:**

**Responsibilities:** The role will consider the recruitment target of each of LCTD established centres. Among other things; your role could involve:

- Act as the primary point of contact for LCTD in Africa, actively recruiting international students to study with LCTD in London.
- Manage Agent network for the Africa region, including appointing, training and monitoring recruitment agents and building positive working relationships to enhance the applicant experience.
- Increase the brand presence through participation in trade fairs, organizing events and recruitment activities in the UK and abroad.
- Provide input for new courses development and income generation activities so that LCTD can continue to grow as an organization.
- Work closely with the director of studies to meet the student recruitment targets, inform campaigns, develop relevant content and report user journeys.
- Through the provision of market intelligence, devise the annual marketing and recruitment plans for specified markets and evaluate all activity to inform future work.
- Provide regional expertise to colleagues across LCTD on subjects such as educational systems, market and demographic trends, and qualifications.
- To organize and undertake effective recruitment visits, including pre-applicant and applicant engagement events, schools, universities, exhibitions and relevant organizations.
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- Maintain close working relationships with strategic UK based partners and organizations (e.g. ASIC, UKCISA, NNECL) to ensure continued cooperation and maximum benefit for the Centre.
- To support collaborative arrangements, including arrangements for the smooth transition of students from partners Institutions (ICPSP, Unique Business School) to the Centre, liaising with LCTD academics responsible for collaborative programmes and maintaining the collaborations database.
- Maintain contact with key international partners and institutions.

## REQUIREMENTS

### PRIMARY REQUIREMENTS:

You will be an outgoing individual with a high degree of energy and enthusiasm, which you can transmit to others to inspire them. We would also expect you to have, or be able to develop:

- Personal experience of generating leads using social media, LinkedIn, and Facebook
- Good communication and interpersonal skills
- The ability to create and deliver engaging partnerships
- Considerable experience in marketing

### (A) Qualification & Experience:

- i. Degree or vocational qualification at a minimum of Level 6.
- ii. Be able to provide an up-to-date criminal record check.

### SECONDARY REQUIREMENTS

*Candidate must be able to meet at least **TWO** of the following criteria (B-D)*

### (B) Communication, IT skills and values

Highly effective interpersonal and communication skills (including oral, written/literacy, numeracy, and presentation). Evidence will comprise:

- i. ability to use IT to support students and discharge administrative responsibilities (MS Word, MS Excel, MS PowerPoint, Windows 10 or Mac)
- ii. evidence of the use of e-portfolio for evidence submission and assessment (e.g. Laser System, or any other related short-course system)
- iii. ability to translate LCTD values into action

### (C) Developing enterprise activities and external links

The ability or the potential to develop valuable connections with businesses to generate enterprise income and networks. Evidence will comprise:

- i. generating consultancy and CPD income
- ii. active professional body membership that can increase the esteem and influence of the Centre
- iii. Significant engagement with external organizations (public bodies/charities/NGOs) increased the Centre's esteem and influence.
- iv. International exposure i.e. evidence of visiting country outside home-country.

### (D) Improving the learner experience

The ability or the potential to undertake activities that enhance the wider student experience. Evidence will comprise the development of initiatives to:

- i. support extra-curricular learner activities
- ii. raise levels of learner satisfaction
- iii. improve levels of learner retention and progression
- iv. enhance levels of learner employability

### NOTES TO APPLICANTS

You must submit the attached application form, a CV, and a cover letter for this role. Please address all sections of the job description, providing evidence about each element of the selection criteria where applicable. Your application will be considered based on what is supplied by you on the application form, CV and cover letter, and subsequent interview.

## **EQUAL OPPORTUNITIES POLICY STATEMENT**

LCTD is committed to equal opportunity, both as an employer and as a responsible, independent training provider.

LCTD will promote good relations among its staff and learners and create conditions that contribute to its members' full development and potential.

## **NO SMOKING POLICY**

Applicants may wish to note that LCTD has a no smoking policy, which means that smoking will not be permitted anywhere in the Centre buildings.

## **INTERNATIONAL APPLICANTS**

At LCTD, our many international staff and students are a valued part of our vibrant and diverse community and play a vital role in the future of the Centre. We welcome international applicants who have the right to work in the UK or are eligible for sponsorship under the Skilled Worker Route (SWR) or the Global Talent Route.

At LCTD, we are an A-rated UK license holder, which means we can make visa sponsored applications.

Please be advised that currently, LCTD will only support the Certificate of Sponsorship for any employment visas and will not support the payment of the employment visa for the offered candidate and/or dependents.

The new points-based immigration scheme will work for the whole of the UK and will apply to all nationalities other than British or Irish citizens from January 2021 post-Brexit and ends free movement for EEA Citizens.

Any job application you submit to us will be assessed using criteria based on the knowledge, skills and experience required for the relevant post. You will not be treated less favourably than another applicant on the grounds of national origin.

We strongly recommend that you consult the Apply for a UK visa section of the Home Office [web pages](#) to determine your eligibility for a UK visa. This also applies if you are an EU, EEA or Swiss citizen (including Iceland, Liechtenstein and Norway); you and your family can [apply](#) for FREE to the EU Settlement Scheme to continue living in the UK after 30 June 2021.

Employer sponsor licenses for Tier 2 will automatically transition to the SWR on 1 December 2020. All applicants coming to work under the SWR will require 70.

Skilled Worker Route (SWR) Points Based System	Points	Meets✓ / Does NotMeet ✘
Mandatory criteria (50 points)		
A job offer from UK licensed sponsor required	20 points	✓
Above the minimum skill level Regulated Qualifications Framework (RQF) 3 or above (A level or equivalent)	20 points	✓
Offered candidate speaks English to an acceptable standard	10 points	✓
Mandatory points Total must be 50		50
Further criteria of one from below (20 points)		
Offered salary is above £25,600 p.a. (jobs can only be offered on a full-time basis)	20 points	✓
The applicant holds a relevant PhD, and this qualification is required for the role	20 points	✘
The advertised role is on the shortage occupation list (SOL)	20 points	✘
Further criteria Total maximum 20		20
Overall SWR points total (must meet 70 points)		70

Under the UK Government PSB scheme, this role **meets** the criteria to be sponsored by LCTD for an SWR application.

## APPLICATION FORM

Position

Name\*

First

Last

Email \*

Nationality

Phone

National Insurance Number\* (N/A- if you do not have)

Full Address:

LIST OF QUALIFICATIONS & EXPERIENCE (Please attached up to date CV)

Further Information (If any)

Details of two References (*Name, Position, Email, Telephone and Relationship to you*)

Please provide details of two referees, one of whom should be your current or most recent employer/institution.

## Declarations

- Data Protection Act
- Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975:
- Criminal Convictions

To comply with Data Protection obligations, the Centre reserves the right to use the information you have provided in the application form for personnel record and payroll purposes.

Data may be held both electronically and manually and will be processed for management reporting, supplying statistical information to our funding bodies and for any authorized requests from external third parties.

You have the right to ask for a copy of the information held in our records. You also have the right to correct any inaccuracies in your information.

Further information can be obtained from the Data Protection Officer.

## Criminal Conviction: Declaration Form

- I certify that all information contained in this form is true and correct to the best of my knowledge and realize that false information may lead to termination of employment.

## GDPR Agreement \*

- I consent to have my submitted information stored; so they can respond to my inquiry.

Send this application to [pauline@lctd.co.uk](mailto:pauline@lctd.co.uk) and cc: [admin@lctd.co.uk](mailto:admin@lctd.co.uk). You can also apply through our website at [www.lctd.co.uk](http://www.lctd.co.uk).