LONDON CENTRE FOR TRAINING & DEVELOPMENT

MARKETING AND RECRUITMENT

INTERNATIONAL REGIONAL MANAGER

**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 aspiration. 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 been providing relevant, accredited and professionally recognised adult qualifications. London Centre for Training & Development (LCTD) is accredited by Accreditation Service for International Schools, Colleges and Universities (ASIC), which is an independent body providing accreditation services for independent, further and higher education colleges.

London Centre for Training & Development Ltd (LCTD) upholds the quality standard required as a reputable training provider, thereby assiduously achieving successful learner performance above the National Average.

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

LCTD STRUCTURE

The senior management team currently leads LCTD through four established centres. These centres include:

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

The assessment, teaching and administration activities are carried out at the South-East London location of LCTD.

The Centre adopts an International students’ recruitment strategy.

**management & structure**

The Centre Manager is responsible for the day to day management of LCTD and is supported by an executive/ associate team consisting of the Director of Studies, Heads of Centre, International Regional Manager, Managers, Admin, Lead IQA, and Lead Assessor.

**Job Specification**

Centre: Organisation Level

Job Title: International Regional Manager

Reference: LCTD/IRM/21/1

Date posted: Friday 27th August 2021

Salary: £27,000 Inclusive of London weighting

Employment Status: Full Time

Start Date: Monday 7th February 2022

Reporting to: Centre Manager (Pauline Habiba Sowemimo)

**ABOUT THE JOB**

As the **International Regional Manager,**you will be responsible for recruiting students and providing business development support in recruiting, developing and managing agents and satellite centres.

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 in order to market our programs.

Key relationships include the Admissions, Marketing and CRM teams as well as Academic staff to ensure collaborative and robust annual plans are in place to meet the Student Recruitment targets

The purpose of this role is to drive student recruitment in key international markets by planning and delivering in-country activities and development of value led global partnerships resulting in achieving LCTD’s ambitious student number and income targets.

MAIN ACTIVITIES AND RESPONSIBILITIES

* Act as the primary point of contact for LCTD in Nigeria, actively recruiting international students to study with LCTD in London
* Work closely with the marketing team to meet to meet the student recruitment targets, inform campaigns, develop relevant content and inform 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 organise and undertake effective recruitment visits, including to pre-applicant and applicant engagement events, schools, universities, exhibitions and relevant organisations
* Provide input for new course developments for us to continue to grow as an organisation.
* Maintain contact with key international alumni

**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, Linkedln, and Facebook
* Good communication and interpersonal skills
* The ability to create and deliver engaging partnerships
* Considerable experience in designing marketing material and online resources

**(A) Qualification & Experience:**

1. Degree or vocational qualification at a minimum of Level 6 in a field relevant to any of our established centres
2. Previous experience in the UK in any field relevant to any of our established centres
3. Be able to provide an up-to-date, clean DBS

**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 skills). Evidence will comprise:

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

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

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

1. generating consultancy and CPD income
2. active professional body membership that can increase the esteem and influence of the Centre
3. Significant engagement with external organisations (public bodies/charities/NGOs) to increase the Centre's esteem and influence.

**(D) Improving the learner experience**

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

1. support extra-curricular learner activities
2. raise levels of learner satisfaction
3. improve levels of learner retention and progression
4. enhance levels of learner employability

**NOTES TO APPLICANTS**

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

**EQUAL OPPORTUNITIES POLICY STATEMENT**

LCTD is committed to equality of 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 all of its members' full development and potential.

**NO SMOKING POLICY**

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

**APPLICATION FORM**

Position

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Nationality

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Phone

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National Insurance Number

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Full Address:

Address Line 1.

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List of Relevant Qualifications (Please also attach your CV)

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Send this application to admin@lctd.co.uk