

STUDENT RECRUITMENT REGIONAL MANAGER (THE AMERICAS)

Chiswick Park Campus

Salary details: £38,000 – £40,000 per annum

Plus excellent benefits

Richmond American University London is seeking to appoint a Student Recruitment Regional Manager (Americas). This is an exciting opportunity for someone with recruitment experience in Higher Education and with knowledge of US, UK, and International markets to identify and build new recruitment partnerships across North and South America.

Student Recruitment Regional Manager (Americas) will develop and execute strategic recruitment plans targeting UG and PG students from across the Americas. You will advise prospective students on the application process, manage lead generation and follow-ups and liaise closely with the Admissions and Financial Aid teams to optimise applicant conversion. You will also collaborate with the Marketing team to deliver tailored campaigns for the region. This will involve building and maintaining relationships with high school counsellors, colleges and recruitment partners.

The role holder will have proven experience in international student recruitment, admissions, or higher education marketing, have excellent written and oral communication skills, will be results driven and will be effective at planning, prioritising and organising their own workload.

This position will require extensive travel and will require the individual to travel at least twelve weeks per year. There will also be a necessity to work in time zones outside the standard UK business hours.

About Richmond American University London

[Richmond American University London](https://www.richmond.ac.uk) is a unique institution, global in outlook and in practice, diverse and cosmopolitan in its culture. A leading private and not-for-profit institution, we are dually accredited in both the United States, by the Middle States Commission on Higher Education, and registered with the Office for Students in the UK. Our students receive both UK and US degrees, bringing together the best of British and American higher education.

Operating in London since 1972, our mission is to educate and inform future generations by providing them with the knowledge and support to think critically, the freedom to challenge assumptions and the skills to work with others. Our distinctive, multi-disciplinary Liberal Arts degree programmes offer a holistic approach to teaching and learning that focuses on developing academic and personal skills to enable our students to make positive contributions through employment, personal development, and public service after graduation.

Following the move to our new state-of-the-art campus in [Chiswick Park](#), West London, we are developing a new strategy that will see the University grow and further diversify its student body, broaden and diversify its academic offer and expand its international partnerships.

Richmond is an equal opportunities employer. Richmond is committed to an inclusive culture and welcomes applications from diverse backgrounds and experiences. An Enhanced DBS check is required for this position.

For further information about the University, please visit: www.richmond.ac.uk

Closing date: 8 May 2025

Interview dates: TBC

To apply for this role, please email your CV and supporting statement which outlines your suitability for the role, together with details of three recent work-related references to hr@richmond.ac.uk

Please note that while submitted applications will be acknowledged, we are unable to provide individual feedback to applicants.

JOB DESCRIPTION

TITLE: STUDENT RECRUITMENT REGIONAL MANAGER (AMERICAS)

REPORTS TO:

The Student Recruitment Regional Manager (Americas) reports to the Head of Student Recruitment.

SUMMARY:

The Student Recruitment Regional Manager (Americas) will be responsible for developing and implementing student recruitment strategies to attract undergraduate and postgraduate students from the United States and across the Americas. The role involves leading recruitment activities, managing relationships with schools, colleges, and partners, and coordinating Richmond's recruitment efforts in the region. The position requires extensive travel across North and South America and close collaboration with the university's marketing, admissions, and US financial aid teams in London.

From time to time the postholder will support the work of the International Partnership's team in covering Study Abroad events in the US to maximise coverage whilst on the road in the US.

MAIN DUTIES:

Student Recruitment & Outreach:

- Develop and execute regional student recruitment strategies in line with the university's overall recruitment plan.
- Represent Richmond at school visits, university fairs, alumni events, and agencies across the Americas.
- Establish and maintain relationships with high school counselors, community colleges, and recruitment partners.
- Organise and participate in yield events such as accepted student receptions in key cities.
- Conduct information sessions and presentations for prospective students, parents, and advisers.
- Support Richmond's efforts to increase brand awareness and market presence in the region.

Admissions & Conversion Management:

- Guide prospective students through the application and admissions process, advising on entry requirements, financial aid, and scholarships.
- Manage lead generation and follow-up communications via CRM, email, and phone.
- Work closely with the admissions team to ensure timely processing of applications.
- Work closely with the Associate Dean, Financial Aid & Scholarships to maximise conversion activities for the USA audience.
- Provide data-driven insights to optimise conversion rates from enquiry to enrolment.

Marketing & Communications Support:

- Collaborate with the Marketing and Communications team to develop targeted campaigns for the Americas.
- Support digital recruitment efforts, including webinars, social media outreach, and online engagement.
- Contribute to market intelligence by analysing trends and competitor activities.

Partnership & Relationship Management:

- Build and maintain strong relationships with schools, community colleges, and educational consultants.
- Explore opportunities for partnership agreements with viable agents and student recruitment tours agencies.
- Represent Richmond in higher education networks and professional associations to enhance brand recognition.

Reporting & Data Analysis:

- Provide regular reports on recruitment performance, market trends, and competitor activities.
- Analyse recruitment data to assess the effectiveness of campaigns and inform strategic decision-making.

Travel & Logistics:

- Extensive travel (primarily in North America, with some travel across Latin America).
- Attend conferences, recruitment fairs, and events on behalf of the university.
- Coordinate shipments of recruitment materials for events and partner institutions.

LOCATION:

The primary location for this role is the University's main Chiswick Park Campus. There is a requirement for extensive travel across the Americas.

SPECIAL NOTE:

There is a requirement for evening and weekend work to accommodate different time zones. Travel expenses will be covered as per the University's travel policy.

GENERAL:

The above responsibilities are subject to change at the discretion of the Head of Student Recruitment and shall include other responsibilities as the Head may from time to time assign. The Head may also, at their discretion; reassign some of the above responsibilities. The Head will work with the Student Recruitment Regional Manager (Americas) to co-ordinate work and resolve problems and will evaluate the Student Recruitment Regional Manager (Americas)'s performance.

PERSON SPECIFICATION:**ESSENTIAL:**

- Proven experience in international student recruitment, admissions, or higher education marketing.
- Effective communication and relationship-building skills, with the ability to engage with a diverse audience.
- Excellent presentation and public speaking skills, with confidence to represent Richmond at events.
- Proficiency in CRM systems and digital marketing tools.
- Ability to work independently and manage multiple projects simultaneously.
- A bachelor's degree or equivalent professional experience.

DESIRABLE:

- Knowledge of both UK and US higher education systems.
- Understanding of financial aid and scholarships for international students.

- Experience working with educational consultants, agencies, and pathway programs.
- Familiarity with bilingual recruitment efforts (Spanish or Portuguese language skills are a plus).

DATE REVIEWED:

April 2025