



Candidate brief

# **International development team**



# Message from the Vice Rector



Thank you for your interest in the University of Vaasa. This is a good time to join us as we have ambitious plans for the future. Our goal is to become an internationally recognized research university by 2030, with a third of our students and faculty being international.

As a specialized university, we seek to be impactful by integrating business and technology to power innovation for sustainable futures, reflecting the strengths of our institution. Being located at the heart of Northern Europe's largest energy and environment cluster, we see ourselves as the entrance point to a region that acts as one big living lab. This informs also the way in which we seek to internationalise and build partnerships. Our focus is on energy transitions, digital transformation and innovation, and we seek to assume a leadership position in these areas, connecting change-makers, thought-leaders and entrepreneurs in the world's energy cities and clusters to our ecosystem.

The international dimension of our activities will be central to the future of our university. Over the next three years, the university will invest 2.5 million euros annually to develop our international operations. Seeking to grow our international reputation, we are also keen to grow our international community of students. We are looking for change-makers to join this effort. If you share our values of community, courage and responsibility, are entrepreneurially minded, and keen to make a difference, then you are right for this challenge.

We offer a collegiate and community-minded work environment that supports personal development and growth. We have the courage to experiment and try out new things. While we invest in further developing the best and most beautiful campus our country has to offer, we also embrace flexible modes of working. Work-life balance is more than just a word for us. As a community, we aim to be truly international and recognised for diversity and inclusivity. Last but not least, the University can offer attractive remuneration packages and performance incentives.

While our ambitions are big, we have already developed a strong reputation, thanks to our accredited international programmes and being ranked among the top 70 young universities globally and the 500 best universities in the world overall (Times Higher Education World University Rankings 2022). So come join us and let's take things forward together!

-Martin Meyer, Vice Rector International Relations-





# Internationally impactful research university

The University of Vaasa is focused on responsible business. The core competence of the University of Vaasa consists of high-level expertise in business, technology, management, and communications. We continuously accelerate and advance our operations with the help of our multidisciplinary research platforms.

Our internationally renowned education provides the students with the skills and attitude to change our future. The educational experience at the University of Vaasa emphasises the role of community and interaction. At its core, the education experience is built upon cutting-edge, research-based knowledge, the utilization of the latest advances in technology, as well as a focus on student-driven projects.

We are located on the West coast of Finland at the heart of Northern Europe's largest energy and environment business cluster. Our truly international community includes 5,000 students and almost 600 employees from 80 countries. An empowering community that supports individual development and creates the framework for success – today and in the future.

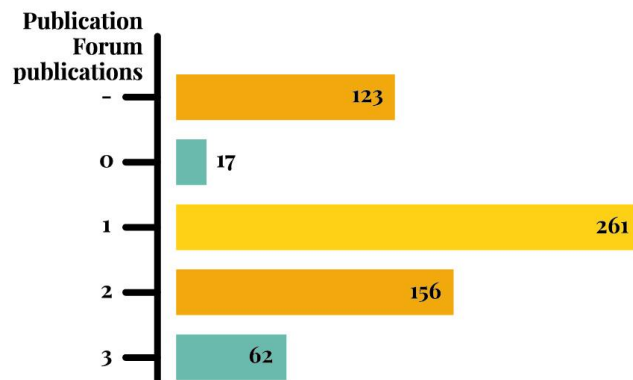
[University of Vaasa \(uwasa.fi\)](https://uwasa.fi)

# Key figures

## Personnel

584 

 of which 103 international



In total 619 publications

## External research funding



■ International competitive research funding  
■ Other competitive research funding  
■ Other external research funding

Total 7 465 978 €

## Students



■ Basic degree students 4907 ■ Doctoral students 296 ■ Foreign degree students 190

## Degrees



■ Bachelor's degrees 469 ■ Master's degrees 629 ■ Doctoral degrees 22

# Join our community!

## International Development Team

The University of Vaasa is investing strategically in its international operations to become an internationally recognised research university and grow the community of our international students. Over the next 3 years we will work to establish a strong and successful international development operation with the ambition of growing our international student numbers significantly. The University's 2030 Strategy sets a target of a third of our students to be international by then. We aim to achieve this ambition in a phased and coordinated approach, scaling up existing programmes initially while developing new provision across all levels over time in close partnership with our academic schools and international partners. More information about our existing international programmes is available [here](#).

We are now offering an exciting opportunity to join us in leading the development and implementation of the University's strategy for international student recruitment. For this purpose we are initially recruiting three experienced professionals to form the core International Development Team. Your work will focus initially on international student recruitment, developing and executing an operational strategy, ensuring the University and its schools will achieve international intake targets, while recruiting students with the right fit for the University. Also signing up agents in other markets due to our commitment to a diverse student body, we will essentially follow a phased approach, entering key recruitment markets successively, making significant investments in setting up in-country representation and recruitment relationships. We envisage the international development team to grow as we enter new markets.

Working primarily to achieve substantial growth in overseas student recruitment, your task will be informing and executing market entry decisions, building up and developing key relationships with in-country representatives, agents and other partners to the benefit of the University. You will also effectively engage with internal stakeholders, academic and professional service communities to achieve our shared objectives.

Focused on international development, work may extend also to enhancing institutional global partnerships and networks, especially where they will have an impact on student recruitment or related transnational education initiatives

The new team will report to and work closely with the Vice Rector International Relations as the overall institutional lead for our International Strategy including international student recruitment, collaboration and partnership development and international profile building. The team will also align closely with other members of the University Management to establish and advance the University's strategic priorities in international activities. In order to support the broad range of change initiatives, the team will also liaise and engage with key actors in related services, for example Admissions, Communications, Brand & Marketing, Alumni, Student Services.

**We are recruiting for the following permanent positions in the International Development Team:**

- **Director, International Development**
- **International Development Manager**
- **International Administration Manager**

## Director, International Development

The position of Director of International Development provides leadership for all strands of internationalisation at the University of Vaasa that aim at international student recruitment and associated activities. Reporting to the Vice Rector, the successful candidate will oversee the development and implementation of a strategy for the University's international student recruitment activities. Working on delivering a step change to reach the University's international growth aspirations, the post holder will support academic schools in prioritising and achieving the potential of their international activity and portfolio, and leverage the University's reputation to deliver both commercially-focused international partnerships and partnerships that support teaching, research and knowledge exchange.

### KEY RESPONSIBILITIES

#### Strategy

- Lead on the development and delivery of the University's international development strategy, in support of the Vice Rector International relations, including driving an ambitious international student recruitment plan to manage the growth and diversity of our international student population.
- Support the Vice Rector International relations in further developing and delivering the overall International Strategy for the University.
- Provide strategic advice and guidance to Deans and other academic leaders.

#### Operational engagement

- Manage the International Development Team and staff responsible for operational delivery of the University's international activity in support of recruitment, reputation and income.
- Lead the development of new international recruitment relationships and advise on the development of recruitment related activities, such as the establishment of international pathway programmes.
- Oversee the successful delivery of a wide range of international activity, ranging from international student recruitment, international visits, partnership development, short courses, and market intelligence programmes.
- Lead in development and delivery of an active benchmarking and monitoring system in key markets to inform future strategy, manage and commission international market intelligence functions to support global reputation management and enhancement.
- Ensure effective monitoring and reporting on international initiatives, delivering accountability and transparency to internal and external stakeholders.
- Oversee the deployment of a robust CRM and digital engagement plan to increase prospective student engagement throughout the recruitment cycle.

#### Representation

- Provide expert guidance on international education to colleagues, and serve as an advocate for international issues within the University.
- Effectively share expertise, breadth and depth of knowledge of the international education.
- Work to raise the University's profile and identify opportunities to build strategic alliances with external partners. This will include exploring opportunities for new partnerships with international institutions, organizations (both governmental and non-governmental), recruitment agencies, private providers and regulatory bodies.
- Develop strong and collaborative relationships with priority market policy-makers and Finland based diplomatic corps to deliver University International objectives.

### Leadership and change management

- Provide effective leadership and line management to develop a culture of high performance in the new international team, ensuring delivery of the strategic objectives on the International agenda.
- Prepare and deliver a development and growth plan for the team in light of progress made.
- Work effectively with HR, senior leadership and administrative managers to enable an effective implementation of new initiatives and induction of new staff.
- Communicate a compelling vision of the long-term strategies as well as short term targets to staff, enhancing their capacity to contribute to high performing teams.
- Foster a positive, confident and enthusiastic working environment with good staff morale, motivation and a versatile approach to working.

### Financial management

- Work closely with Vice Rector to set direction for international teams' funding priorities, and manage the work of team heads to allocate, plan and monitor budgets across the department.
- Oversight of and accountability for the University's budget for the International Development Team.
- Accountability for the work of staff teams managing the finances for externally funded projects, ensuring that appropriate records are maintained and that monitoring reports are delivered.

### PERSON SPECIFICATION

- Leadership experience and strong track record in international student recruitment, incl. developing as well as leading partnerships and collaborative networks in an international setting.
- Proven track record of leading substantial development projects within higher education.
- Understanding of the global international development and student recruitment environment, incl. an excellent understanding of major recruitment markets and a detailed understanding of at least one.
- Understanding of the internal/external working environment as well as the global context and ability to utilize this knowledge to develop and effectively implement strategic plans.
- Several years of line manager/leadership experience with a demonstrated ability to foster a culture of high performance.
- Capacity to create and maintain a collaborative environment internally and externally.
- Strong financial management experience, experience of coordinating complex budgets.
- Strong English language skills are a prerequisite to succeed in the position.
- Visionary, results-driven professional with strong interpersonal, collaboration, communication and negotiation skills.
- University-level education plus relevant professional development
- Willingness and ability to travel, normally up to 12 weeks annually



# International Development Manager

Working closely with the Vice Rector and reporting to the Director, International Development, you will work to achieve substantial growth in overseas recruitment, enhance institutional global partnerships and networks in the designated territories, and expand its portfolio of student mobility programmes and opportunities. We’re looking for a skilled international development practitioner to drive results in an international student recruitment environment and achieve success in partnership enhancement.

KEY RESPONSIBILITIES

Implement the University’s international strategy in the designated market (India and South Asia)

- In consultation with the Vice Rector and Director, senior management and other internal stakeholders, set recruitment priorities and deliver appropriate international development for in the dedicated market.
- Produce three year Marketing and Recruitment strategies for the designated region, annual Situational Analysis of priority countries, and yearly Operational Plans, monitoring against predicted spend and providing regular updates to Management notifying of any difficulties with maintaining agreed activity levels within budget.
- Develop and maintain contacts with partners and key individuals overseas, leading, advising and contributing to international activities with a view to strengthening the University’s general profile, student recruitment, and partnerships.
- Lead on the operational management of recruitment activities for the designated market, ensuring that recruitment targets are met and strategic decisions are taken; managing external parties and/or internal team as required.
- Ensure University wide engagement by developing strong supportive working relationships to deliver the strategic aims in designated region.
- Regularly monitor and review strategy with the Director and academic units – taking into account not only internal trends but also international / national sector and government policy developments that may impact on future recruitment efforts – making recommendations as appropriate.
- Identify opportunities for new course development to aid international recruitment, including in particular, developing new collaboration with other partners in Finland or overseas.
- Take the lead in implementing, reviewing on an annual basis and revising from time to time the University International recruitment strategy and annual operating plan in support of the University Schools’ objectives and in line with the wider University strategic plan. This should be undertaken within the context of wider University strategies and policies.
- Keep abreast of national developments and of the expectations and requirements of government and other relevant organisations as they affect the recruitment and retention of international students.

Provide proactive support to academic Schools

- Provide statistical analysis for the Schools to inform programme development.
- Coordinate continuous market scanning to identify possible new markets and opportunities to ensure market research underpins the development of new programmes and streams of activity.
- Promote and provide leadership to foster academic engagement and cross-departmental working, particularly through the articulation and progression arrangements.
- Advise and assist with coordination of visits by academic staff to target regions.

Enhance application to enrolment conversion

- Develop, review and deliver a range of conversion activities that aim to attract highly qualified students to accept their offer from the University of Vaasa, working closely with external partners and internally with colleagues in Communications, Brand & Marketing as well as International Admissions and other teams throughout the University.
- Provide project management, as appropriate, to support the development of online activities to encourage application to acceptance, coordinating with other key stakeholders in Student Recruitment, Admissions and across the University.
- Contribute to the development of the University’s current range of international student promotional materials ensuring they are appropriate for target audiences, working closely with relevant teams.

- Contribute to the development of social media activity globally and in-country, websites and online marketing to enhance international student recruitment, working closely with relevant teams.
- Ensure that processes and services provided to key stakeholders are customer orientated and improve experience.
- Ensure that academic, industrial and institutional partnerships are nurtured in line with the University’s key strategic aims.
- Work closely with the Alumni coordinator to implement the International Alumni strategy.

Develop recruitment orientated and strategic international partnerships

- Work closely with key partners, in country representatives and agents to ensure that targets are met and that intake is monitored, and ensure that the working relationship is maintained through regular contact with relevant stakeholders on campus.
- Ensure full market appraisal and a detailed assessment of potential partners is conducted in support of any new business proposition.
- Work closely with potential partners to understand and develop the business proposition and to produce written proposals and a business plan (for external audience and for internal approval purposes).
- Assess the business opportunities at various stages and decide the priority and effort it will receive alongside other opportunities – act on a timely basis.
- Effectively communicate with relevant areas of Professional Services and academic schools to secure commitment and support for new initiatives at an early stage.
- Apply rigorous project management methods to the development and management of all credible leads and projects and analyse the costs and benefits of new initiatives as they develop.
- In line with recruitment progress and University plans, engage in developing and implementing plans to expand activities and team.

PERSON SPECIFICATION

- Background in and experience of international student recruitment, incl. a clear understanding of the issues relating to business development in this area. Ability to utilize this knowledge to effectively implement the University’s international growth agenda.
- Ideally, the successful candidate would have an excellent knowledge of India/South Asia and a good knowledge of another major recruitment market.
- Substantial experience of developing strong working relationships in an international setting with external organisations such as representatives, partner institutions, sponsors and government agencies. Comfortable building relationships with a wide range of stakeholders.
- Client & customer-focused mindset, and excellent leadership, communication and interpersonal skills.
- Capacity to create and maintain a collaborative environment internally and externally and ability to develop and lead a team.
- Strong English language skills are a prerequisite to succeed in the position.
- Results driven, negotiation skills.
- University-level education
- *In this role you should be prepared to undertake overseas visits which amount up to twelve weeks each year. The focus of this role will be India and South Asia. You may be expected to engage in other recruitment markets in line with the University’s development plans.*

## International Administration Manager

Working closely with the Vice Rector and reporting to the Director, International Development, you will take care of the day-to-day administrative aspects of the department, and provide high level of support for the international development activities. You will support the enquiries management, ensure effective and efficient use of resources within the department. Monitoring and maintaining the University's international contact database including agents and partners, administratively and financially is a key aspect of this role. You will also lead the employment of student casual workers to support the University's international growth plan.

### KEY RESPONSIBILITIES

#### Liaise with key internal stakeholders including HR, Finance, IT and others

- Liaise with HR as support to the International Development team in recruiting for vacancies.
- Liaise with University Finance and procurement services regarding financial tasks required by the International Development Team.
- Liaise with IT ensuring that the Team's staff have working devices set up to satisfactory level and able to undertake all business functionalities.
- Liaise with and support other teams within the University, ensuring that the resources and intelligence are shared in a collaborative manner to achieve business optimisation.

#### Take responsibility for the day-to-day financial operations of the International Development Team

- Manage the annual Agent Partner Commission process. Conduct regular process reviews to ensure the process is robust and efficient.
- Collate year-end budget reports for the Director and International Development Manager to present where expenditure has been made and identify any under or overspends within the budgets.
- Ensure efficiency of budgets and that invoices are paid on time.

#### Manage day to day functions of the International Development Team

- Supporting the Director with administrative and managerial duties and obligations.
- Ensure that the International Development Team inbox are responded to, escalated or re-directed as required.
- Coordinate inbound visits to Campus from prospective International students and partners.
- Support members of the International Development Team or those travelling on behalf of the International Development Team with travel arrangements, keeping track of the essential paperwork and procedure as necessary.

#### Lead the employment of student and other casual workers

- Manage the process of appointing all student and other casual workers, by creating the job description, advertising the post, shortlisting applications, arranging interviews and liaising with HR recruitment services to ensure the paperwork requirements are met.
- Ensure that training for all casual workers is delivered; and that compliance requirements in the areas of visa, taxation, etc are satisfied.
- Assign the casual workers to tasks in support of international recruitment.
- Provide successful management of the casual workers and ensure that the communication and collaboration between all parties are undertaken to professional standards.

#### Coordinate the administrative aspects of Agent Partner Agreements including appointment, review and termination

- Monitor applications for new Agent Partner Agreements, making sure the required information is present for the Director to review and make a decision.
- Administer and monitor performance data for recruitment partners, in close collaboration with International Admissions.
- Work closely with Admissions to ensure regular updates on application and recruitment statistics to International Development Team at the level of detail required (e.g., for key cities/regions in key markets).
- Administer the review, renewal, amendment and termination of the agent partner agreements in liaison with the International Development Managers.
- Ensure annual Agent Partner reviews are undertaken by the relevant Development Managers and their regional teams.

#### Monitor and maintain the University's international contact database

- Regularly update all mailing lists and contacts databases particularly the recruitment network contact details.
- Annually review the information on file coordinating with relevant regional leads where necessary.
- Reflect the changes in the mailing lists, contract management system and finance system.

### PERSON SPECIFICATION

- Experience of administrative tasks and processes in a higher education setting, pref. student services
- Team player with ability to build effective working relationships and a network of contacts
- Track record of working in international settings
- Proactive and able to prioritise and manage deadlines effectively
- Financial management skills and experience of budget follow-up and reporting
- Proven commitment to continuous improvement of services
- Experience of understanding, applying and managing academic regulations
- Flexible, customer-focused attitude, attention to detail
- University-level education
- Excellent written and oral communication skills, ideally in both English and Finnish
- Experience of working in a Finnish university or higher education environment desirable



# Meaningful work as a part of a thriving and diverse community

We offer you a career opportunity in an internationally renowned and innovative community. We recognize that our success and the results we have achieved are based on the contribution of our talented and dedicated employees.

## Well-being at work

As an employer, we invest in our employees' occupational well-being by offering comprehensive occupational health care. This includes extensive medical care and preventive measures such as ergonomical check-ups, fitness and culture vouchers, and a multitude of other activities to support well-being at work. Our flexible working times and options such as blended home/campus working contribute to work-life balance. Occupational well-being surveys are regularly used to collect information on the well-being of University staff and the results from the survey are widely used in planning and implementing our well-being actions.

## Career development

Our commitment to the career and competence development of our personnel is visible in the versatile in-house offering of training opportunities. We see the development of management & leadership skills as a key factor contributing to our success. A range of development opportunities and support is available for newly appointed managers through to those in more senior leadership roles. The University's in-house UNILEAD programme is arranged regularly and enables our managers and leaders to develop their academic leadership skills, and share experiences and knowledge with colleagues across the University community. Complementing the various forms of in-house training and development opportunities our staff take part in external courses and events, and actively attend conferences and seminars in Finland and abroad.

## The most beautiful campus in Finland

We study and work in a unique environment. Our maritime campus, with state of the art research laboratories and teaching facilities, is located in a short walk away from the Vaasa city centre. We are responding to the changing educational needs by further developing our campus into a world-class research, education and meeting place in accordance with the principles of sustainable development.

More information about [Working at the University | University of Vaasa \(uwasa.fi\)](#)





# Working in Vaasa and Finland

According to the UN Happiness Report, Finland is once again the happiest country in the world. Finland offers a high-standard of living in a safe and well-functioning society.

The city of Vaasa, with almost 70,000 inhabitants, is a vibrant and international centre of culture, education and business. Vaasa enjoys a position at the forefront of flourishing urban regions and is often referred to as the energy capital of Finland.

Life in Vaasa is uncomplicated. Commutes are short, housing is affordable, and life is high in quality. Nature is close at hand, whether you live right in the centre of the city or nearby. Wherever you go you will find yourself near the sea. The Kvarken Archipelago is Finland's first and only natural heritage site classified as a UNESCO World Heritage Site.

## More information about:

- › expat at the University of Vaasa: [Expat](#) | [University of Vaasa \(uvasa.fi\)](#)
- › living in Vaasa: [Vaasan kaupunki](#) | [Vasa stad](#) | [City of Vaasa](#)
- › living in Finland: [thisisFINLAND](#)





# Further information and how to apply

- ▶ To apply for the positions, please see our [website](#)
- ▶ The closing date for applications:
  - ▶ Director, International Development: 17<sup>th</sup> August 2022
  - ▶ International Development Manager: 7<sup>th</sup> September 2022
  - ▶ International Administration Manager: 7<sup>th</sup> September 2022
- ▶ The lists of duties and key responsibilities are not exhaustive and subject to change. The post holder may be required to undertake other duties within the scope and grading of the post.
- ▶ The positions are offered on a full-time permanent contract.
  - ▶ The appointments are subject to a probationary period of 6 months.
- ▶ For further information about the roles, please contact
  - ▶ Martin Meyer, Vice Rector, email: [martin.meyer@uwasa.fi](mailto:martin.meyer@uwasa.fi)