TEDI-London will:

• Establish a new engineering school in London that specialises in creating socially aware and globally focussed engineers with a distinctively strong design and entrepreneurship skillset.

• Attract and empower a highly diverse body of students, giving them the skills to solve complex contemporary challenges, while providing employers with job-ready graduates through a flexible learning programme.

• Offer a curriculum co-designed and co-delivered by employers.

• Offer a culture and pedagogy that puts the employability of students first.

• Be located within a commercial and public sector eco-system in the centre of London.

• Establish over time student population with a gender balance of 50/50 and a domestic/international mix. Our employees will be equally as diverse.

TEDI-London is a collaborative, design led engineering organisation underpinned by three global partners: King’s College London, UNSW Sydney and Arizona State University.

TEDI-London is a specialist, teaching-led education provider focussed on student aspirations, experiences and development. Academically grounded yet practical in nature, our flexible, project-based approach will empower students to become independent, socially aware, curious learners, with a global and future-focussed outlook. An emphasis on discovery, creativity and partnership with industry will equip our students with the skills and experience necessary to tackle the challenges of the 21st century and forge a successful, rewarding career in one of the most dynamic, innovative and diverse of disciplines.

Head of International Recruitment
£53,500 (inclusive of London Weighting)
So, what does this mean for us as an employer.

The people who work with us reflect our ambitions for our students. We are keen to attract potential candidates who are creative and innovative, curious and passionate about what we are trying to achieve. You will want to try new things and not be afraid to learn from the experience. You will want to collaborate with colleagues – both locally and globally. Continuous development and improvement are part of your DNA.

You might have an engineering background, no teaching experience – but can actively demonstrate the passion and the potential to be a great teacher. You want to pass on your passion and learn new skills.

You might work in a professional service or relevant role elsewhere – not necessarily Higher Education and would really relish the opportunity to design and develop your role, your function and organisation; You have always wanted to do things differently but the size of your organisation, history or internal politics mean you can’t make the necessary changes quickly to take advantage of developments in the world around you.

You might work in traditional Higher Education and have a drive to be part of something different.

We are developing our proposition as an employer and you can be part of shaping our culture, our values and our future as an organisation. We are already clear though – all our employees are of equal value and status, whatever role you do. Our ‘single status’ terms and conditions are being developed to reflect these aspirations.

Our employees will be equally as diverse as our student population.

**Why TEDI-London?**

A range of analyses, including the Working Futures 2012-2022 report, and forecasts on the number and type of engineering graduates in the UK by the Higher Education Statistics Agency (HESA), show that the UK will not produce enough engineers to fill expected employment demands by 2022. This shortage in engineering skills is reflected in other major reports including one from Engineering UK, which concludes that the UK will experience annual shortfalls of at least 20,000 engineers. The Royal Academy of Engineering is strongly urging the UK to develop a digitally driven and data-enabled economy. About 8% of engineering undergraduates in the UK are women, and the UK has the lowest percentage of female engineering professionals in the EU.

Market research indicates that positioning engineering in a social context is attractive to non-traditional engineering prospects. Our mission is to attract and empower individuals and partners from a range of backgrounds and perspectives. We will inspire, disrupt and transform: our alumni will have the skills and confidence to deliver practical, real-world solutions that advance how we live.

These goals set TEDI-London apart from other engineering programmes and will enable a new kind of engineer for the 21st Century.

**Working with us and for us**

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**Head of International Recruitment**

<table>
<thead>
<tr>
<th>Salary</th>
<th>£53,500 (inclusive of London Weighting)</th>
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</thead>
<tbody>
<tr>
<td>Hours of work</td>
<td>Nominal weekly hours 35</td>
</tr>
<tr>
<td></td>
<td>We actively encourage agile/ flexible working in line with the requirements of all our roles.</td>
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<tr>
<td>Contract</td>
<td>Fixed term for 2 years</td>
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<tr>
<td>Responsible to</td>
<td>Director of Student Recruitment, Admissions and Administration</td>
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<tr>
<td>Reports</td>
<td>Initially there are no direct reports for this role although we anticipate there will be a small team to lead as we grow and develop over the next few years</td>
</tr>
<tr>
<td>Primary place of work</td>
<td>This exciting role offers 15 weeks international travel as a minimum. When in the UK you will primarily be based in Canada Water, London TEDI-London may consider candidates based outside of the UK</td>
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</tbody>
</table>

**Your role**

You will lead International Student Recruitment for us and will work with colleagues across the institution to both develop and deliver an effective and cost – efficient student recruitment strategy. We are seeking to recruit around 40% of our students from international markets, with a total of 125 students combined from the UK and internationally, starting with us in our first full year September 2021. Your targets are therefore ambitious and the strategy you develop will match this ambition.

A detailed understanding of key issues shaping international student mobility, including knowledge and insight into key markets (Middle East, China and Far East) and management of agent networks is essential, as is a track record of success in achieving and exceeding targets.

**Key responsibilities**

- Provide sound and relevant external and internal student recruitment advice and guidance to the institution
- Examine our needs in relation to international student recruitment and develop appropriate plans to deliver on our strategic objectives including the successful annual student recruitment campaigns
- Build and maintain relationships with key internal and external stakeholders
- Gather intelligence and disseminate key market data and trends to create an effective environment and basis for strategic planning and forecasting
• Establish an agents’ strategy and successfully nurture the relationships with chosen agents to facilitate the attraction and recruitment of suitable students
• Understand the changing nature of prospective student engagement and adapt the institutions approaches to recruitment to ensure they are relevant for next generation
• Manipulate data from different sources for the development, implementation and evaluation of the international student recruitment strategy
• Demonstrate knowledge of new and traditional recruitment practices to lead the development and delivery of international recruitment strategies
• Evaluate the effectiveness of recruitment activities against objectives, learning lessons and comparing with industry best practice to iteratively support the Global Engagement Strategy
• Lead the effective management of relevant budgets, ensuring value for money and the most effective use of existing resources

Our values/behaviours
• Passionate about education and students
• Passionate about our programmes and our student experience
• Highly qualified in area of responsibility
• Kind, thoughtful and highly communicative
• A team player able to support a small and developing team

About you
Qualifications
• Educated to degree level or equivalent experience

Experience
• Proven experience of developing, delivering and evaluating compelling student engagement strategies
• Significant experience in international student recruitment activities across multiple regions
• Proven experience of developing and maintaining agent networks and contracts

Skills and Personal Qualities
• Highly developed knowledge of the competitive environment around global student mobility
• Highly developed commercial focus
• Cultural awareness
• Excellent written and verbal communication skills particularly undertaking presentations and leading negotiations
• Excellent relationship/stakeholder management skills
• Proven ability to work to tight deadlines and under pressure
• Relishes international travel opportunities

Desirable
• Relevant post-graduate qualification and/or professional qualification
• Engagement at national or international level in relevant professional body
• Possess or be able to develop people management skills as we grow in the future

We will not be able to provide a certificate of sponsorship for this role. Secondees will transfer on their current terms and conditions. The role will not be on Kings College terms and conditions or offer USS pension, you will be working solely for the purposes of TEDI-London. TEDI-London has only recently been incorporated as a company and until we are established as an employer, our employment and payroll will be outsourced to Parasol Limited.