

Associate Director of International Recruitment and Global Partnerships

We are one of the great British art schools: a specialist creative university that draws on our 180 years of history. As a university, we excel in our disciplines and understand powerfully the transformative potential of creative practice for individuals, communities and industries.



For further information about Norwich University of the Arts and our community please visit norwichuni.ac.uk

As we expand our specialist character and bring the power of creative, practice-based education to a wider range of subjects, we celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are the only specialist creative arts and design university to have achieved Triple Gold in the most recent Teaching Excellence Framework (TEF) and were named Arts University of the Year 2025 by the Daily Mail. In 2023, we were the highest climber in the Complete University Guide and recognised as the top specialist creative arts university outside London. This year, the Guardian University Guide 2026 ranked us as the highest-rated university in the East of England after the University of Cambridge.

You will work in the heart of Norwich. Our award-winning campus has played a key role in the regeneration of one of the city's most vibrant quarters. Our 21st-century teaching spaces and workshops occupy renovated buildings with medieval, Victorian, and Edwardian heritage. The University has recently expanded with Bank Plain, a 37,000 sq. ft city-centre building — a major investment that reflects our ambition to be a leading civic university championing creativity in all its forms.

Ninety-four per cent of our graduates are in work or further study within six months of graduating. Our innovative approach to employability and entrepreneurship has been nationally recognised, and our graduates hold key roles across and beyond the creative industries — from Oscar and BAFTA nominees to D&AD Pencil winners, fine artists, designers, and creative technologists. This track record gives us confidence that our success in graduate outcomes will continue as we apply our distinctive culture and practice to an expanding range of specialist subjects.

Creativity is not only what we teach but how we engage with the world. Through our Research and Knowledge Exchange Institutes, we lead cross-disciplinary projects that address social, cultural, and environmental challenges — from immersive digital experiences tackling climate change to arts-led initiatives in mental health. At the centre of this work is the Interactive Visualisation and Simulation Lab (IVSL), funded as part of the Creative Research Capabilities (CResCa) world-class labs programme.

The IVSL supports research into climate futures, virtual heritage, spatial computing, applied games, and virtual production. Our growing research reputation is also reflected in recent grants and collaborations, including a major award from the Water Restoration Fund (WRF). These achievements demonstrate our expanding contribution to creative innovation, cultural development, and social impact — shaping the future of creative higher education in the UK and beyond.

We hope that as you learn about us, you are inspired by our ambitions for the future.

Professor Ben Stopher,
Vice-Chancellor

Committed to

EQUALITY

DIVERSITY

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change. As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

Norwich University of the Arts is seeking an experienced and ambitious international professional to lead our global partnerships strategy and international recruitment activity at a senior level. This is a pivotal role at an exciting moment in the University's development — an opportunity for an influential leader to shape how a distinctive, specialist creative arts university engages with the world.

The Associate Director will hold institutional ownership of Norwich's international growth ambitions, leading the development and management of our international partnership portfolio — identifying, negotiating and managing transformative relationships with creative institutions, cultural organisations and industry partners worldwide. You will set strategic direction for our China territory strategy, oversee our education agent network, and drive international student recruitment at an institutional level.

We are looking for a senior professional with a substantial and progressive track record in international higher education partnership development, a proven ability to influence at executive level, and the strategic vision and authority to grow the University's global presence. Significant experience and stakeholder networks in East Asia is desirable.

You will lead and develop the international recruitment and partnerships team, building organisational capability and acting as a senior, trusted ambassador for Norwich on the world stage. In return, you will join a close-knit team with direct access to the Vice-Chancellor's Office and a genuine opportunity to shape institutional strategy — at a university small enough to move quickly and distinctive enough to stand out.

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Associate Director of International Recruitment and Global Partnerships

No less than 37 hours per week for 52 weeks per year

Full-time

Salary: From £60,000 to £65,000 per annum

Closing date for applications: Monday 6th July 2026

Interview date: Week commencing 27th July 2026





Job Description

Associate Director of International Recruitment and Global Partnerships

Reporting to: Deputy Director of Future Students Office

Job Purpose

The Associate Director of International Recruitment and Global Partnerships will provide senior strategic leadership and direction for Norwich's international partnerships portfolio and global recruitment activity, playing a pivotal role in shaping and delivering the University's internationalisation agenda. The role holds institutional-level responsibility for partnership development, international growth strategy, income generation, stakeholder engagement and the leadership of a high-performing team.

The postholder will take institutional ownership of the University's international growth ambitions, setting strategic direction for the identification, development and management of transformative partnerships. They will influence University-wide policy and planning, drive innovation in transnational education and creative collaboration, and champion Norwich's distinctive identity on the global stage. They will ensure all partnerships and recruitment activities are strategically aligned, academically robust, financially sustainable and fully compliant with regulatory requirements.



Duties and Responsibilities

Stakeholder Engagement and Profile Raising:

- Represent the University in building relationships with international institutions, cultural organisations, government bodies, embassies and sector partners.
- Identify and develop opportunities for media engagement, partnership launches and profile-raising activity during international visits and events.
- Work with the central marketing team to prepare press releases, media statements and briefing materials relating to international activity.
- Engage with sector bodies (e.g. British Council, BUIILA, UKCISA) to represent the University and identify collaborative opportunities.
- Ensure all international partnerships and recruitment activity comply with relevant regulatory and quality assurance frameworks, including UKVI requirements and due diligence obligations.
- Lead and develop the international recruitment and partnerships team, building organisational capability and managing resources to deliver against institutional targets. Act as a senior ambassador for the University internationally, representing Norwich at the highest levels with government bodies, sector agencies and partner institutions.
- Report directly to the Director of the Future Student Office, providing institutional-level updates on international partnership activity, performance and strategic risk to University committees and senior leadership groups, and contributing authoritatively to strategic planning across the University.

Partnership Development and Agent Management:

- Identify, evaluate and develop new international partnerships with creative institutions, cultural bodies, arts organisations and industry partners.
- Lead negotiations and formalisation of partnership agreements, working closely with Academic Registry and governance colleagues.
- Oversee the ongoing management of existing partnerships, monitoring performance against recruitment, academic quality and financial sustainability objectives.
- Support Schools in developing collaborative programmes, student exchange arrangements and international academic partnerships, and lead the review, renewal or managed exit of agreements where appropriate.

China Territory and Agent Management:

- Manage Norwich's China territory strategy, developing and sustaining relationships with partner institutions, cultural organisations and key in-market stakeholders.
- Oversee education agent relationships in the China market, monitoring performance, ensuring compliance with Norwich's agent management policies and supporting growth in student recruitment.
- Provide strategic direction for international recruitment activity, ensuring market intelligence and data drive planning and resource allocation.
- Work collaboratively with recruitment and marketing colleagues to develop and evaluate global recruitment and conversion strategies, and produce high-quality market analysis to inform senior decision-making.

Strategic Leadership:

- Lead the development and delivery of the University's global partnerships strategy, setting the institutional direction and establishing measurable objectives aligned with the University's strategy and international growth ambitions.
- Identify priority regions, institutions and cultural organisations that complement Norwich's specialist arts and design disciplines.
- Develop and champion partnership models – including articulation pathways, collaborative programmes and mobility opportunities – that the University's distinctive creative character.
- Lead the University's broader internationalisation strategy, providing high-quality analysis, market insight and strategic recommendations to senior leadership.

Person Specification

Essential

- Substantial and progressive senior leadership experience in international relations, international recruitment or global partnership development within UK higher education, with a track record of institutional-level impact
- Relevant degree or equivalent professional qualification and/or substantial professional experience
- Significant recruitment experience and stakeholder network in East Asia or South Asia.
- Proven track record of developing and managing successful international partnerships, including articulation pathways, institutional alliances or collaborative programmes
- Proven track record of senior strategic leadership, including setting institutional direction, influencing at executive level, and delivering complex change programmes
- Proven track record of building, leading and developing high-performing teams, with experience of managing managers and operating across complex organisational structures
- Experience engaging with senior external stakeholders, including government ministries, embassies, partner institutions and scholarship bodies
- Significant experience of budget management and evaluating return on investment
- Extensive understanding of regulatory frameworks relevant to international partnerships and student recruitment (e.g. UKVI, due diligence, quality assurance, data protection)
- Expert knowledge of the international higher education landscape, global market trends and the geopolitical factors that shape student mobility, with strong analytical skills to inform strategic recommendations

Desirable

- Experience working within or alongside specialist arts, design or creative higher education institutions
- Experience managing education agent networks, particularly in the China market, and/or experience of media engagement and profile-raising in an international context



Further Information

Equality, Diversity and Inclusion

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

Health and Safety

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

Policies and Procedures

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

Staff Development

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

Confidentiality

We must maintain appropriate confidentiality in relation to our work and that of the University.

Variation to Job Description

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.



General Information

Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

Duties

Your duties and responsibilities are outlined in the job description.

Starting Date

This post is offered on an indefinite basis to commence once you are available.

Hours of Work

The standard hours of work are not less than 37 hours per week.

Salary

The salary for this post is from £60,000 to £65,000 per annum.

Annual Leave

Your annual leave entitlement will be 26 days per annum on appointment, rising to 28 days per annum between 3 and 5 years of service, and 30 days per annum after 5 years of service by the commencement of the annual leave year, plus 8 statutory days (pro rata). In addition, the University may grant 4 or 5 concessionary days leave per year when the University is closed.

Pension

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a "Career Average" salary basis to which the University currently contributes an additional 25.3%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas. Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route.

Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.



NORWICH
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OF THE ARTS

Amma Asante, Chancellor

Application and Recruitment Process

Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

Accessibility

If you require copies of documentation in alternative formats, large print or Braille, please contact our retained adviser.

Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring form during the selection process.

How to Apply

Applications should comprise a full curriculum vitae and a covering letter of application (up to two pages) outlining how you meet the job requirements and person specification, together with a completed personal details form.

The deadline for receipt of applications is on midnight Monday 6th July 2026.

Please send applications to:
norwichuni@networkedpeople.com

Informal questions regarding the post should be directed to Hamish Laing at our retained advisors Networked via:

hamish.laing@networkedpeople.com
or +44 (0)7861 329463

Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

Interviews will be held week commencing 27th July 2026.

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.



We would like to take this opportunity to thank you for your interest in this position and wish you success with your application.



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