

THE AWARDS 2020

Outstanding Marketing/Communications Team

Institution name	University of Hertfordshire
Submission title or project name	International Office (Marketing and Student Recruitment)
Nominee/key personnel	Stuart Smith, Director of International; Sayaz Miah, Head of International Recruitment; Ellen Marriott, International Services Manager (Marketing); Brad Johnson, Regional Manager
URL	http://herts.ac.uk/international
Submission	<p>At Hertfordshire, the International Office sits separately from the UK Student Recruitment and Marketing team.</p> <p>During the 2018-19 academic year, the International Office's objectives were closely aligned to sustainably growing student numbers in volume markets as well as in fledgling markets that required market development.</p> <p>There was an overriding objective to grow international numbers by 10% for the academic year to counteract the declining population of 18-year olds that had impacted on home numbers. This had to be achieved through the expansion of our recruitment network, through engagement through events and through increased media work in local markets.</p> <p>This work paid off – during the recruitment cycle for the commencement of the 19/20 academic year (undertaken during the 18/19 year), the International Office had net growth year on year at postgraduate level of 70%, and 29% at undergraduate level, meaning the team exceeded their target by 29% for the recruitment cycle.</p>