

ASSOCIATE DIRECTOR INTERNATIONAL (STRATEGY AND COMMERCIAL)

De Montfort University (DMU)
Leicester

CANDIDATE INFORMATION PACK



WELCOME FROM THE PRO-VICE CHANCELLOR INTERNATIONAL

Thank you for your interest in joining De Montfort University (DMU) and for considering the opportunity to become our Associate Director International (Strategy and Commercial).

The International Directorate plays a pivotal role in delivering the university's ambitions under the Partnerships with Purpose and Financial Strength pillars of the Empowering University Strategy. Over recent years, DMU has established itself as one of the UK's leading international universities, becoming the eighth largest provider of Transnational Education (TNE) in the sector, with more than 13,000 students studying DMU programmes overseas.

Alongside this success, the Directorate leads the university's international student recruitment strategy, attracting talented students from over 150 countries and enriching the diverse and vibrant community across our campuses. Through the work of the International Office and its global network of agents and strategic partners, DMU continues to strengthen its international profile and expand access to a world-class education.

The quality of the student experience remains central to our success. Our most recent International Student Barometer results reported 92% overall satisfaction amongst international students studying in Leicester, reflecting the commitment of colleagues across the university to delivering an outstanding student experience.

As we enter the next phase of our international strategy, we are evolving our structure to respond to an increasingly complex and competitive operating environment. Alongside our continued growth across Leicester, London and Dubai, the university is strengthening its strategic planning, commercial focus and regulatory oversight to ensure sustainable long-term success.

A key part of this evolution is the creation of a new Strategy, Operations and Compliance Unit, bringing together business development, compliance, due diligence, contract management, agent quality management, market intelligence and global staff mobility. This new unit will strengthen governance, improve operational effectiveness and support future growth across our international activities.

This is a pivotal senior leadership role within the International Directorate, working in partnership with the Deputy Director International, Associate Director of TNE, and Head of Global Mobility to shape the next phase of DMU's international strategy. Reporting directly to the Director of International, the postholder will provide strategic leadership across commercial development, business growth, operations and compliance, ensuring the university remains agile, globally competitive and well-positioned to achieve its international ambitions.

This is a unique opportunity for an ambitious and strategic leader to make a significant impact at one of the UK's most internationally engaged universities. We are looking for someone with the vision, commercial acumen and leadership skills to help drive the next chapter of DMU's international success.

If you are excited by the opportunity to shape international strategy, develop new partnerships, drive innovation and contribute to a globally connected university with ambitious plans for the future, I would be delighted to receive your application.

Professor Simon Bradbury
Pro-Vice Chancellor,
De Montfort University

OVERVIEW OF ROLE: ASSOCIATE DIRECTOR INTERNATIONAL (STRATEGY AND COMMERCIAL)

Associate Director International (Strategy and Commercial) is a newly created senior leadership role and a key appointment within DMU's evolving International Directorate. Reporting to the Director of International, the postholder will lead the new Strategy, Operations and Compliance Unit and provide strategic leadership across interconnected areas: Commercial Strategy and Financial Performance; Business Development Integration; Strategic Planning; External Engagement; and International Operations and Compliance.

The role will drive pricing optimisation, contract negotiations and financial performance management to ensure sustainable growth and value generation across DMU's international activities. It will provide a strategic framework for business development, aligning opportunities with institutional priorities and market demand, while delivering market intelligence, environmental scanning and strategic insight to inform senior decision-making and future direction.

The postholder will also work closely with Marketing and Communications to strengthen DMU's global brand, partnership portfolio and market presence, while providing leadership for international operations and compliance. This includes overseeing governance, due diligence, contract management, regulatory compliance, agent quality management and operational performance, ensuring that the university's international activities are delivered effectively, sustainably and in line with UK and in-country regulatory requirements.

This is a unique opportunity for an ambitious and commercially minded leader to shape the future of DMU's international strategy, drive innovation and growth, and play a central role in delivering the university's global ambitions.



THE EMPOWERING UNIVERSITY

The Empowering University strategy was formed after consulting with staff and students, external stakeholders and partners to explore our ambitions and what we should be known for. DMU's blueprint for the future features four key development pillars: Learning for Life; Knowledge Creation; Empowering People; and Partnerships with Purpose. Find out more about The Empowering University strategy on our website.

LEARNING FOR LIFE

Flexible learning for students of any age, fostering a love of learning and knowledge, delivered through our innovative Education 2030 programme.

Learning beyond the classroom provided through practical experiences in local, national and global arenas.

Creative approaches to learning delivery that ground students in digital literacy, and are focused on employability, building entrepreneurial and life skills.

KNOWLEDGE CREATION

Fostering interdisciplinary research that has impact: building on individual skills and knowledge for collective impact.

Integrated approach to knowledge exchange: sharing and learning with external organisations, industry and the community.

Nurturing the next generation of diverse researchers through developmental programmes.

EMPOWERING PEOPLE

Delivering an engaged experience for all students; building their confidence and fostering belonging and fulfilment so students can learn well and live well.

Championing diversity of our students and staff, a nurturing community which is inclusive and dynamic, drawing on our diversity to challenge the status quo and to drive change.

Campus collectives around themes which bring together research, teaching, staff interest and external engagements.

PARTNERSHIPS WITH PURPOSE

Leicester local: creating strategic partnerships to enrich the business and cultural community, and support social and economic needs.

Creative by design: develop national and global partnerships that create resilient, self-motivated and inquisitive graduates, transform relationships and impact local, national and global communities.

Valuing social responsibility through our voluntary support by staff and students, which helps local and regional initiatives.

CROSS CUTTING THEMES:

EQUALITY FOR ALL

SUSTAINABILITY AND THE SUSTAINABLE DEVELOPMENT GOALS

DIGITAL TRANSFORMATION

FINANCIAL STRENGTH

SUCCESS

Closing the Leicester skills gap; ensuring graduates access employment opportunities which meet their ambitions.

International reputation for our research themes with our research making a difference to lives.

A diverse, engaged community; no pay or awarding gaps; positive health and wellbeing amongst students and staff.

Addressing local and regional needs; realising national and global opportunities of mutual benefit.



LESSONS FROM THE PAST, IDEAS FOR THE FUTURE

Our £136 million campus transformation project created what we believe is one of the finest teaching settings in the UK. The work was informed by an understanding that DMU has an ongoing responsibility to Leicester citizens to honour the city's past and understand its future potential.

Located in the heart of Leicester, DMU's campus blends the historical and the new, reflecting the great tradition of our home city and its buildings, while creating a legacy.

Part of the vision for the new campus involved landscaping and orientation that made it an open, welcoming and inspiring space connected naturally to city life – the ultimate success of which was acknowledged by the city mayor, among others. The pedestrianised area of Mill Lane, which runs from the city-side of the campus down to the riverside, became a striking public pathway featuring seating areas, flower beds and the same stone used to give nearby Cathedral Square a complete makeover before the re-burial of Richard III.

Complete with rain gardens, which capture excess rainwater to feed trees and plants, the area echoes our commitment to recycling and reducing waste, which has put us among the top 200 universities in the world for sustainability, in the Times Higher Education Impact Rankings 2024. In recent years, we have also been recognised for being one of the country's greenest universities after prestigious wins in the 2022 and 2023 Green Gown awards, which reward the most sustainable initiatives happening across higher education. Our £136 million campus transformation project created what we believe is one of the finest teaching settings in the UK.

The work was informed by an understanding that DMU has an ongoing responsibility to Leicester citizens to honour the city's past and understand its future potential.

Our centrepiece is the award-winning Vijay Patel Building, which houses our art and design courses in a space as creative as the staff who teach and the students who study there. We also invested £4.2 million restoring Leicester Castle located at the edge of our campus, giving new life to this historic frame by making it the base for our Leicester Castle Business School.

The striking Hugh Aston Building – housing our business and law courses – benefitted from a £5.5 million extension called The Yard, providing more than 22,000 square metres of space.

Providing contrast to the contemporary features, the 19th-century Hawthorn Building has modern labs and facilities designed to replicate current practice in health and life sciences, while the 20th century Queen's Building offers industry-level facilities to support our computing, engineering and media students.

Our campus offers many great places to eat, drink, work and relax in, all in a welcoming environment that shares Leicester's distinctively open, exciting and forward-looking spirit.

A Top 20 University

Our students' votes placed us as the 17th best university overall in the 2026 WhatUni Student Choice Awards.



An 'Excellent' Five Star University



Rated by QS Top Universities for our teaching, facilities, employability, global outlook and more.



Developing and improving our campus is a big strategic priority, not just to improve the look and feel, but to ensure we can provide the best learning, teaching and social space we can, both now and into the future. Our campus development plan aims to lead us through the next decade and includes the reimagining of Kimberlin Library into a dynamic and inspiring hub for our students, staff and the wider community.

Leicester is a city steeped in English history and enriched today by its cultural diversity. Leicester Old Town streets and buildings speak to that colourful past, including our association with Richard III. Old Town is a place to meet, eat, drink and shop, while Cathedral Gardens and Castle Gardens offer spaces for peace and quiet. St George's Cultural Quarter – once the locus of the city's textile and shoe industry – is now home to art and artists, a creative community also offering cafés and bars.

St George's is home to Curve, one of the country's most exciting theatres, and Phoenix, Leicester's centre for independent cinema and digital art. Leicester Museum and Art Gallery offers experiences dedicated to Ancient Egypt, dinosaurs, a famous collection of German Expressionism and much more.

The city hosts one of the biggest celebrations of Diwali, the festival of light, outside of India. Centred on the city's Golden Mile, in a typical year the festivities attract up to 50,000 people. Narborough Road – in Leicester's West End – has been called 'the most multicultural street in the country', offering bars, shops and restaurants influenced by tastes shaped around the world, including Indian, Turkish and Polish cuisines.

Leicester's Caribbean Carnival draws tens of thousands to line the carnival route and watch costumed displays before heading to Victoria Park to enjoy authentic food and drinks. The city's two Eid festivals are 'a feast offered, freely, to all communities of Leicester irrespective of their gender, age, faith, colour, race, and social background,' say organisers. Away from the city centre, Knighton Park, part of an ancient settlement and conservation area, offers woods, gardens, waterways, sports pitches and St Mary Magdalen Church, which dates back to the 13th century. Aylestone Hall is a 14th-century Grade II listed historic building with connections to the English Civil War. Its gardens are a place of peace and good for picnics, while the namesake village nearby is a starting point for country walks. Bradgate Park, known for its impressive herds of deer, is a place to walk and unwind, explore nature, see oak trees that are over 500 years old, and climb to Old John Tower, a beloved local landmark at the park's highest elevation.



RESEARCH

DMU has a track record of conducting research that impacts society and makes a real difference through improvements to health and wellbeing, infrastructure, creativity, economic growth, business and civil society.

Our research excellence was recognised in the current Research Excellence Framework (REF) where more than 60% of our research was judged to be of international quality.

Internationally renowned cultural policy academic Dr Steven Hadley, Policy Lead for the Institute of Global Challenges and Cultures at DMU, recently co-programmed a global summit of academics to explore how to address the inequalities in research between the Global North and the Global South. The Cultural Trends Global Dialogue conference took place between 5-7 November 2025 in Lima, Peru, aiming to foster the development of research networks and academic cooperation between the Global South and the Global North.

The life of one of Britain's most influential philosophers and logicians, Bertrand Russell, is set to be turned into a feature-length screenplay, thanks to the efforts of a PhD researcher Amanda Renai Curdt-Christiansen. Amanda hopes her screenplay will inspire people to embrace a global perspective and reject a rise in more radical, and sometimes violent, ideologies.

Dave Walsh, Professor in Criminal Investigation in DMU's faculty of Business and Law, formed part of an international research team awarded more than €10.4 million to transform how police and investigators around the world conduct interviews. The six-year project, titled JUSTICE – Joining Unique Strategies

Together for Interrogative Coercion Elimination, aims to replace coercive and abusive interrogation methods with those grounded in human rights and evidence.

Research by Caroline Spence, a public relations (PR) specialist and a senior lecturer in DMU's faculty of Business and Law, suggests that the industry will have to work hard if it is to attract the diverse and talented graduates it needs for the future. The research was commissioned by the Chartered Institute of Public Relations (CIPR) to investigate the growing skills gap and recruitment issues within the PR and communications industry. The report, 'Choosing Public Relations: Factors impacting career choice for the Next Generation of potential PR Practitioners', was published by the CIPR in November 2025.

Our Stephen Lawrence Research Centre is dedicated to driving forward conversations that shape and influence how we think about race and social justice. Exploring the histories and cultures of black, Asian and minoratished communities in the UK, the concept and practice of institutional racism, denials of justice and the social psychology of racial violence, the centre honours the enduring legacy of Stephen Lawrence's life and his family's ongoing pursuit of justice.



The Stephen Lawrence Research Centre

THE FACULTIES

Our faculties support students with events, placements, industry visits and the use of our state-of-the-art facilities. Teaching in the university is delivered by specialist schools within each of the faculties.

Faculty of Business and Law (BAL)

Based in the purpose-built Hugh Aston Building, with its recent £5.5 million extension, The Yard, and in the sympathetically restored Leicester Castle, BAL is a truly global community of more than 8,000 students drawn from around 100 nations.

The faculty also boasts strong links with professional bodies such as ACCA, CIMA, CIM and CIPD, offering recognition and significant exemptions from professional courses across a wide range of subject areas.

With a vibrant research culture, the faculty is home to a large Research and Innovation Institute for Responsible Business and Social Justice with multi-disciplinary hubs in Inclusive International Development, Inclusive Society, Sustainable Business Futures and a Centre for Law and Social Justice. With over 200 members and affiliates, we work closely with both industry and communities locally and nationally.

With a strong emphasis on employability, our undergraduate programmes offer students the chance to gain valuable industry experience through placements, with support from a dedicated team.

Following a £350,000 investment, BAL students can now benefit from a state-of-the-art Trading Floor with industry-standard software for authentic simulation of financial trading and investing. With a growing portfolio of dedicated, specialist teaching spaces in the Faculty, De Montfort Law School will soon be launching its Law Lab, which will foster collaborative and experiential education. ‘

Faculty of Technology, Arts and Culture (TAC)

Our faculty of Technology, Arts and Culture was established in September 2025 with the merger of the existing faculties of Arts, Design and Humanities (ADH) and Computing, Engineering and Media (CEM).

TAC brings together an extraordinary breadth of expertise – from Engineering to English, Computer Science to Fine Art, Drama to Media Production, and many others. In today’s challenging HE environment, with rapid technological change and shifting student expectations, our collective strength is exactly what we need to adapt, innovate and thrive.

We have innovative research happening across our four research and innovation institutes – from work on generating affordable renewable energy from old electric vehicle parts to research using advanced computational intelligence to optimise banana farming, and from research on sustainable fashion and textiles to work on creative approaches to digital upskilling.

Most importantly, the faculty offers a more integrated experience for students, giving them access to a wider network of staff, facilities, and research. It also provides opportunities for cross-disciplinary collaboration and teaching and resources that reflect the diversity and strength of our combined disciplines.

This means more pathways to develop skills that employers are seeking and a stronger foundation to shape their futures in an increasingly complex world.



Faculty of Health and Life Sciences (HLS)

Home to four specialist schools – The Leicester School of Allied Health Sciences, Applied Social Sciences, The Leicester School of Nursing and Midwifery and The Leicester School of Pharmacy – the faculty educates and develops professionals who make a significant difference to lives, health, wellbeing, communities and society.

Teaching reflects the latest developments in the sector and many courses have professional accreditations, meaning it is of the highest quality with a focus on building skills sought by employers.

One significant research project funded by the European Commission (Horizon Europe Framework Programme) from a collaborative grant, sees over £550,000 funding coming to the university. The project, led by Professor Parvez Haris from the Leicester School of Allied Health Sciences and Dr Helen Coulthard from the School of Applied Social Sciences, will focus on combating malnutrition in Africa (HealthyDiets4Africa) working with a consortium of 20 partners.

The School of Applied Social Sciences won several significant contracts to deliver training to partners in the East Midlands and across the UK. These included an NHS England contract to deliver a programme in low intensity psychological therapies, which will see NHS psychological wellbeing practitioners developing their knowledge and skills over the next three years. A further contract will involve the School working with His Majesty's Prisons and Probation Service, to deliver the Professional Qualification in Probation for Kent, Surrey, Sussex and East of England.

Within the School of Nursing and Midwifery, our BSc Midwifery students have been using safe Medicate to enable them to practice and be assessed in safe drug administration. The software is an easy and helpful way to learn and prepares the students for clinical practice.



A MESSAGE FROM THE STUDENTS' UNION

De Montfort Students' Union (DSU) is the designated student representative body of the university. DSU is a student-led organisation that works for the interests and needs of our student members.

When joining DMU, every student automatically becomes one of our members and has full access to our services, events and democratic functions. Each year, students elect five fulltime executive officers from their population to represent their interests and two of our officers sit on the Board of Governors. Our members also elect seven part time liberation officers who represent LGBTQ+, postgraduate, disabled, black, Asian, and minoritised students, and more.

DSU is a registered charity and company with a Board of Trustees on which DMU students sit alongside independent volunteers. DSU exists to empower students to create an unforgettable journey while at university by improving their wellbeing, creating a home away from home, and providing opportunities to get all students actively involved.

We run an independent advice service and wellbeing functions, including a mental health crisis café. DSU also facilitates DMU welcome events including the large-scale Welcome Festival and International Student Welcome Week. Students can get involved in local community volunteering, through our Opportunities team, to help them build employability related skills. Students can also join, or launch, a club or society to make friends, build their CV, and give back to the DMU community.

As the democratic representative voice of DMU, we proudly facilitate the election of and training of hundreds of course representatives and faculty lead representatives each academic year. We employ as many students as we can and offer event spaces and outlets that are budget-friendly and ensure safe socialising time. Alongside this, we work closely with venues in the city who sign up to our code of conduct to keep students safe while off campus and keep the local economy booming.

Our positive working relationship with DMU is one of our proudest achievements and each year we work in partnership across committees, projects and events.



OUR RECENT HONOURANDS

DMU is proud to recognise with honorary degrees the achievements of those linked in some way with the university, those who have made an impact in their chosen fields, those who share our beliefs, values and commitment, who can therefore be role models for our students. The following are the distinguished honorands whose achievements DMU celebrated at our most recent graduation ceremonies.

Jonathan Northcroft

As the current Sports Journalism Association (SJA) British Sports Journalism Football Writer of the Year (2024), author and TV pundit, Jonathan Northcroft, is a familiar face to a generation of journalism students at DMU. The widely-respected football writer at The Sunday Times was born and raised in Aberdeen. He settled in Leicester with his wife, Jan, and two daughters in 2015, just in time to see the Foxes become the 5,000 - 1 Premier League champions. His book – Fearless: The Amazing Underdog Story of Leicester City – is the definitive account of that record-breaking year. He is a regular visitor to DMU, where he passes on his tips and wealth of experience to our sports journalism students.

Joanna Scanlan

As an actor, writer, producer and educator, Joanna Scanlan is one of the most respected and versatile figures in British entertainment. Her distinguished career has significantly influenced British television, film, theatre, and radio. Educated at Cambridge, she later taught Drama at Leicester Polytechnic (now DMU), where she helped develop a pioneering BA (Hons) degree for writers and performers, shaping the next generation of creatives. Known for her depth and versatility, Joanna has delivered acclaimed performances in *The Thick of It*, *No Offence*, and *Slow Horses*, as well as films such as *Girl with a Pearl Earring* and *After Love*, for which she won both BAFTA and BIFA awards for Best Leading Actress. As co-creator and star of *Getting On*, she earned BAFTA nominations for her innovative storytelling, bringing underrepresented voices to the forefront.



Joanna Scanlan

Pawlet Brookes MBE

As a graduate of DMU and CEO and Artistic Director of the Serendipity Institute for Black Arts and Heritage, Pawlet Brookes MBE is a trailblazer in the arts, renowned for amplifying voices from the African-Caribbean and African Diaspora. Recognised with an MBE in the 2022 New Year's Honours list for her contribution to the arts and cultural diversity, Pawlet has established Leicester as a global hub for Black cultural perspectives through initiatives like the Let's Dance International Frontiers festival, the Unearthed: Forgotten Histories project, and the Living Archive. Her publications, including *Reflections: Cultural Voices of Black British Irrepressible Resilience*, explore the impact of Black arts and heritage, while her CPD-accredited training programs diversify the heritage sector.



Pawlet Brookes MBE

Gus John

For more than 60 years, Professor Gus John has stood at the heart of the fight for racial justice, equity, and human rights, leaving a profound legacy in education and beyond. He became the first Black Director of Education in Hackney, supported the creation of community schools, and mentored countless academics and students, including at De Montfort University. A prolific writer, speaker, and activist, Professor John has influenced legal cases, national policy, and community campaigns, challenging systemic injustice with honesty and empathy. Previously awarded an Honorary Doctorate by DMU in 1996, he continues to contribute to his mission while inspiring change globally.

JOB DESCRIPTION:

ASSOCIATE DIRECTOR INTERNATIONAL (STRATEGY AND COMMERCIAL)

FACULTY: INTERNATIONAL

GRADE: SENIOR STAFF

FULL TIME, PERMANENT

	Duties of the role
Overall purpose of the role	A senior leadership role within DMU's International Directorate, responsible for shaping and delivering the university's international commercial strategy, business development, and operations across global activities, including TNE programmes and partnerships. Reporting to the Director of International and working closely with PVCI/APVCI, the postholder leads strategic planning, market intelligence, and commercial development to drive growth aligned with DMU's mission and values. Academic and Professional Profile: • Commercial Strategy: Develop and implement strategies for TNE programmes, global partnerships, and international CPD/short courses. • Strategic Planning & Market Intelligence: Lead planning, environmental scanning, and competitor analysis to inform international priorities. • External Engagement: Strengthen DMU's global profile through marketing, partnerships, and representation at international events. • Operational Excellence: Oversee international operations and compliance, ensuring delivery of financial and performance targets. As part of the International Directorate Senior Leadership Team, the postholder will collaborate across priorities and represent DMU at internal and external forums. Extensive overseas travel (6–8 weeks annually) is required to advance strategic partnerships and support senior delegations.
Main duties and responsibilities	Commercial Strategy • Lead the commercial strategy for TNE programmes, global partnerships, international CPD, and short courses aligned with university objectives by: • Setting and implementing pricing strategies, rationalised fee structures, and scholarships for TNE, CPD, and short courses. • Driving market pricing strategies to enhance affordability, growth, and financial sustainability in key markets. • Leading commercial assessments and negotiations for new products, CPD programmes, short course partnerships, strategic collaborations, and financial agreements. • Providing expert commercial advice to maximise value from major contracts and partnerships across Recruitment, TNE, CPD, and short course delivery. • Negotiating high-value contracts to optimise financial and non-financial returns. • Managing budgets for all commercial contracts, ensuring clear ROI and value for money. • Supporting strategic decision-making through performance insights, trend analysis, and service-level reporting in collaboration with senior leadership.

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FULL TIME, PERMANENT

	Duties of the role
Main duties and responsibilities	Partnerships and Market Development • Developing and evaluating business cases for new ventures (TNE, CPD, short courses, innovative delivery models) to ensure commercial viability and strategic alignment. • Expanding market presence and creating new income streams through commercial partnerships for international CPD and short course delivery. • Leading market intelligence, competitor analysis, and sector research/trends to inform international strategy and senior leadership decisions, identifying opportunities and risks. • Using insights to refresh and grow the Recruitment, TNE, CPD, and short course portfolio, identifying new markets and positioning strategies. • Driving innovation in delivery formats and markets, including corporate training, online/blended learning, and international CPD. External Engagement • Collaborating with Marketing on data-driven campaigns to grow reach, demand, and conversion for TNE programmes and partnerships. • Shaping DMU International's brand and presence nationally and globally, diversifying audiences and markets. • Representing DMU at international conferences, trade missions, and sector events to build profile and identify opportunities. • Maintaining strategic relationships with overseas public sector bodies, including government ministries and UK agencies. • Identifying innovative delivery models (blended learning, distance education, micro-credentials, executive education) to strengthen competitiveness and drive growth. External Engagement • Acting as a key member of the Senior Leadership Team, collaborating across all directorate priorities. • Managing financial, human, and operational resources to enable effective delivery of international operations. • Leading reviews and updates of commercial agreements, ensuring alignment with strategic objectives and compliance with UK and in-country regulations. • Working with Legal and Finance to maintain governance, tax, and legislative compliance in all agreements. • Establishing and managing governance processes for global operations. • Driving collaboration with operational teams to maximise efficiency, profitability, and partner experience. • Providing direct leadership and line management to the Head of International Operations & Compliance and International Business Development Manager. • Setting and monitoring ambitious financial and performance targets, fostering a high-performing, customer-focused, and innovative team culture.

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FULL TIME, PERMANENT

	Duties of the role
Main duties and responsibilities	• Ensuring effective communication and coordination between strategy, business development, operations, and compliance functions. Other: • Perform any other duties commensurate with the job grade as reasonably required from time to time. • Role model and act in accordance with the University's Leadership and Management Standards and Behaviours framework aligned to DMU values: • Collaborative - encourage my team to collaborate and share best practices, set clear and aspirational goals, create outcome-focused work plans, and recognise strengths and support development. • Compassionate - provide honest and constructive feedback, foster a safe and open work environment, deliver difficult decisions with credibility, and act with integrity and transparency. • Creative - create an environment that encourages questioning and idea sharing, minimises bureaucracy, facilitates open discussions about mistakes, and involves teams in continuous service improvement. • Community minded - encourage diverse perspectives, promptly address conflicts and inappropriate behaviours, and foster a culture of mutual respect. • Take responsibility for ensuring that the university's strategic equality plans are in place and provide regular reports on progress. • The post-holder will be expected to treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation. • All members of staff are responsible for their contribution to improved environmental performance and in reducing greenhouse gas emissions at DMU. It is therefore required that all members of staff are aware of how the Environmental Policy relates to their own role at the University. Staff conduct must reflect the values inherent in the Environmental Policy and where required staff must cooperate with environmental compliance and conformance requirements to help minimise our emissions to air, water and land • The postholder should have a positive attitude towards health and safety, and be aware of and comply with all health and safety policies for the university, as applicable. There will be a requirement to complete all mandatory health and safety training as deemed to be relevant for the position held. The postholder is expected to help maintain a safe working environment for staff, students and visitors by working closely with the local safety coordinator as required. Any accidents or dangerous incidents must be reported promptly through the university's reporting system.

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Area of responsibility	Requirements	Essential or desirable	*Method of assessment
Qualifications and training	Educated to degree-level, or with equivalent qualification or experience	Essential	A, D
	Higher or postgraduate degree or equivalent qualification (e.g., MBA, relevant master's degree)	Desirable	A, D
Strategic Leadership & Commercial Experience	Significant senior leadership experience in commercial strategy, market development, or business growth - ideally across education	Essential	A, I, T
	Proven track record of developing new markets and audiences, delivering sustainable income growth, and achieving ambitious financial and strategic priorities	Essential	A, I
	Proven ability to horizon scan, and identify potential opportunities, risks, challenges and threats across diverse international operations	Desirable	A, I
	Strong proficiency in complex contract negotiations and financial appraisals (desirably in a higher education context)	Essential	A, I, T
	Strong financial management experience, including managing complex budgets, forecasting, and delivering surpluses	Essential	A, I
	Demonstrable experience of understanding and operating effectively in the global higher education market, including TNE, international CPD, and professional development programmes	Desirable	A, I
	A well-developed international perspective through previous experience of international travel or working in a role with an international dimension or culturally diverse environment	Essential	A, I
	Proven ability to write concise, persuasive, and insightful executive-level reports and Business Plans	Essential	A, I
External Engagement	Strong understanding of market development, customer segmentation, and audience engagement principles	Essential	A, I
	Excellent communication, negotiation, and influencing skills, with the ability to represent DMU externally and secure collaborative ventures	Essential	A, I
	Experience of developing and maintaining strategic partnerships, collaborations, or sponsorships that generate visibility and income	Essential	A, I
	Skilled in managing change, driving innovation, and fostering a culture of enterprise, creativity, and continuous improvement	Essential	A, I

*A = Application form; I = Interview; T = Test; D = Documentary evidence

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Area of responsibility	Requirements	Essential or desirable	*Method of assessment
Skills and abilities	Experience of representing a senior member of staff in committees and internal and external engagements	Essential	A, I
	Demonstrable experience in building strong and trusted relationships with internal and external stakeholders, inspiring colleagues and partners to meet objectives and mutual goals	Desirable	A, I
	Ability to influence and support collective decision making with personal and professional authority whilst demonstrating sound risk-management skills	Essential	A, I
	Outstanding verbal and written communication, presentation, relationship building and networking skills	Desirable	A, I
	An analytical decision maker with the ability to prioritize and focus on achieving organisational priorities	Essential	A, I
	Outstanding ability to organize and prioritize work, ensuring quality of service is not compromised	Desirable	A, I
	Politically sensitive with the ability to act with confidentiality and discretion	Essential	A, I
	Understanding and experience of negotiation strategies	Desirable	A, I
Equality and Diversity	Demonstrable commitment to promoting equality and diversity and to widening participation	Essential	A, I
Personal	Willingness to travel extensively, both nationally and internationally	Essential	A
	Flexibility to undertake other duties, in line with pay grade	Essential	A

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OUR VALUES AND BEHAVIOURS AT DMU

At De Montfort University, our Empowering University Strategy sets out our mission:

“To discover gateways of opportunity that empower students, staff, and our community to create a fairer society.”

Our values are at the heart of everything of this mission and everything that we do.

We are collaborative – we work together to get things done	Foster team collaboration and the exchange of best practices, establish clear and ambitious goals, develop work plans focused on achieving outcomes, and identify and nurture individual strengths to support development
We are honest and compassionate	Offer honest and constructive feedback, cultivate a secure and open workplace, make difficult decisions with credibility, and act with integrity and transparency
We are innovative and creative	Cultivate an environment that promotes questioning and idea sharing, minimises bureaucratic hurdles, encourages open dialogue about mistakes, and engages the teams in ongoing service improvement.
We are a community – we value and champion difference	Encourage diverse viewpoints, swiftly address conflicts and inappropriate behaviours, and nurture a culture of mutual respect.

They are embedded within our Leadership and Management Standards and Behaviours Framework, ensuring that every leader and manager reflects the principles that guide our university.

Together, these elements shape a culture of empowerment, fairness, and excellence.

As part of the recruitment process, we will look for evidence of these values and behaviours in our candidates. They are essential to how we lead, manage, and create an inclusive, empowering environment for all.

REWARDS AND BENEFITS

At DMU, we are committed to creating an environment where our employees enjoy working. We strive to reward and recognise your contributions but also know that you have life beyond work. DMU offers a comprehensive set of rewards, benefits and services staff can take advantage of.

Generous annual leave entitlement

Senior staff receive 35 days annual leave. In addition to your annual leave entitlement, you'll also receive statutory bank holidays and extra concessionary days (approximately 13 days each year).

Work-life balance working options

We offer a range of options to ensure that you benefit from a healthy work-life balance. We are sector-leading in our high-trust model approach to hybrid working.

Depending on your role and responsibilities, you have the opportunity to apply for options such as flexible hours (for example, staggered working hours and nine-day fortnights), parental leave, study leave and sabbaticals.

Wellbeing

We are committed to continually improving our staff health and wellbeing services so you are empowered to be at your very best at work and beyond.

Our Employee Assistance Programme supports staff who could benefit from information or counselling for practical, emotional, financial or health-related challenges. As well as support for a life crisis, it includes advice and guidance for life events such as getting married or moving house, and everyday concerns such as childcare. The free and confidential service is available 24 hours a day, seven days a week.

Our location

DMU's beautifully landscaped campus is based in the heart of Leicester, giving you easy access to all the shops and facilities of a cosmopolitan city. In contrast to the city centre, the River Soar, which runs alongside campus, and nearby Castle Park offer peaceful and picturesque places you can retreat to.

Our campus offers many places to eat, drink and meet, as well as a range of facilities such as shower rooms and rail ticket machines. We're also within walking distance of a number of convenient public transport links, the Highcross shopping centre and historic Leicester Market. Our faculties also organise a number of shows and presentations throughout the academic year which staff can to enjoy.

Other benefits

- Pension scheme – join a pension scheme to help you plan for the future
- Health cash plan – spread the cost of healthcare and claim back money for medical expenses experienced by you or your dependent children
- Annual leave purchase – buy additional days of annual leave through manageable salary deductions
- Cycle to work – make healthier choices and reduce your carbon footprint, plus benefit from tax and national insurance savings on the cost of a new bike and safety accessories
- Lifestyle savings – access a lifestyle and travel discounts website
- Childcare vouchers – make savings on your yearly childcare costs
- Gym membership – join the QEII Leisure Centre at a discounted price and access a range of facilities, including a 25-metre swimming pool and a climbing wall
- Library membership – access the DMU libraries
- Private healthcare – certain roles at DMU enable you to join the Universities and Colleges Personal Healthcare Scheme at your own expense

Full details about [our rewards and benefits](#) are available on our website.

HOW TO APPLY

To apply, please click the 'Apply now' button listed within the advert on our university careers site:

careers.dmu.ac.uk

Along with the application form, please submit the following:

- A CV setting out your career history, including key responsibilities and achievements, and details of two referees
- A cover letter explaining how you consider your skills, qualities and experience provide evidence of your suitability for the role, with particular reference to the person specification set out in the candidate pack

For any informal enquiries or for an informal conversation regarding the role, please initially email Natasha Kukadia (Talent and Development Advisor): **natasha.kukadia@dmu.ac.uk**

Applications are welcomed up until **midnight on 16 September 2026**.

GDPR personal data notice

All applicants are requested to submit a completed version of an [Equal Opportunities Monitoring form](#) with their application. The information provided will be handled in the strictest confidence and will only be used for statistical monitoring purposes.

For more information about the use of personal information provided by candidates to the university, please visit our **website**.

