



1. Job Specifics

Job Title	Regional Manager – South East Asia
Responsible to:	International Recruitment Director
Department(s)	Sales and Marketing

2. About the role

Role Purpose	<ul style="list-style-type: none">• The primary purpose of this role is to:• Provide specific focus on international student recruitment to QAHE’s campuses from specified regions.• Develop and manage the sales channels from specified region, delivering against the recruitment targets across all channels, including but not limited to agent, direct and partner.• Ensure a coherent and effective approach to market by QAHE that supports positive brand and business development• To be responsible for producing, delivering and measuring the International recruitment strategy for all QAHE Campuses and accountable for the recruitment of international students to each centre from specified regions.• To manage the performance against target of enrolled students through an effective network of channels.• To work closely and effectively with the wider marketing, admissions, partnership and recruitment teams to ensure a coherent and sector leading approach to market.• Contribute to the wider business through sharing of best practice and engagement with the wider marketing and recruitment community and supporting or driving business development opportunities.• Research and operationalise an effective marketing and recruitment plan to ensure all targets are met, our brand is enhanced, and entry requirements are adhered to.
	<ul style="list-style-type: none">• Working across a wide variety of regions and the markets identified in this role profile are subject to review and change.

<p>Duties & Key Responsibilities</p>	<ul style="list-style-type: none"> • Work close with Director of Recruitment, Senior Regional Manager and IO (s) to support marketing strategies for your specified regions • Provide support to Recruitment team and business partners as required in relation to business wide projects • Comfortable with working in a sales environment and exceeding sales targets • Dealing with student recruitment in specified regions within the education market place • Demonstrate tenacity, a great deal of commitment, desire and professionalism • Manage time according to workload and business needs in order to meet agreed turnaround times • Responsible for the Overarching strategy for assigned region • Responsible for leading the team to achieve the Revenue/Number target for the region • Responsible for generating monthly reports for the senior management team • Responsible for building and managing budget for assigned region • Responsible for networking within the industry to gain more insights and trends and feedback as appropriate • Responsible for building the team and growing the revenue in line with this • Responsible for assigning tasks within the team and ensuring these are completed satisfactory • Responsible for providing reports on activity and numbers as well as forecasting accurately to the Director of International • Responsible for communicating effectively with the team on your daily and weekly goals and strategy • Responsible for ensuring your staff are fully trained on our products and processes • Responsible for overseeing daily activities of your staff to ensure everyone is working towards the set KPI's • Responsible for dealing with performance, attendance and disciplinary issues in a timely and appropriate manner • Responsible for identifying training needs of your staff • Responsible for developing a yearly trip plan and planning for all trips in line with strategy • Responsible for contributing to the overall strategy of the International sales team
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	<ul style="list-style-type: none"> • Responsible for developing marketing campaigns to generate applications/enquiries • Responsible for meeting daily application targets • Responsible for training agents on our products • Responsible for generating quality applications • Responsible for meeting the weekly deposit targets • Responsible for ensuring all agents, schools and Colleges have our marketing collateral • Responsible for communicating the right information in market • Responsible for marketing and promoting the university partners in assigned regions • Managing the agent network and working closely to generate business • Responsible for extending agent network within assigned regions • Responsible for seeking partnership opportunities and new recruitment channels in assigned regions • Responsible for ensuring the team meet KPI's set by the Senior Management team • Responsible for ensuring a quality recruitment process that meets recruiters code of conduct • Responsible for ensuring a quick turn around by working closely with the admission team • Responsible for communicating timely and effective with extended team members • Responsible for communicating updates from Senior Management down to team members • Working closely with the conversion officer to achieve conversion targets • Responsible for maintaining a high margin and low cost acquisition across specified regions • Responsible for proactive management of the region <p>AND such other duties as are within the scope of the spirit of the job purpose and the title of the post</p>
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KPIs & SLAs

- The role holder will have regular reviews with key annual objectives

	<ul style="list-style-type: none"> • Bonuses and incentives will be in line with agreed sales targets and objectives. <p>Market Development –</p> <ul style="list-style-type: none"> • Research into specified regions • Maintain stable and strong relationship with representatives, show commitment, desire and professionalism • Help develop any new products through feedback and research <p>Team Performance –</p> <ul style="list-style-type: none"> • Achieving agreed targets for specified regions • Achieving the required deposit target for Achieving agreed targets for specified regions • Achieving the required invoice target for Achieving agreed targets for specified regions • Achieving the required entry requirements for Achieving agreed targets for specified regions <p>Personal Effectiveness –</p> <ul style="list-style-type: none"> • Works efficiently and professionally • Works and manages time according to business needs <p>Manages effective pipeline and presents regular up to date statistics to Recruitment Team.</p> <p>Quality & Compliance –</p> <ul style="list-style-type: none"> • Achieving agreed targets linked to UKVI regulation and compliance • Achieving agreed conversion rates of applications to enrolments through agent, direct and other channels
Key Working Relationships	<ul style="list-style-type: none"> • Marketing and Recruitment Director • Director of International Recruitment • Senior/Regional Managers • International Officers • Conversion Officers • Head of International Admissions • Head of Marketing • Head of Partnerships and Propositions • University Partnership International Recruitment Teams

3. About You

Skills & Abilities	<ul style="list-style-type: none">• Leads by example and sets challenging targets and goals• Self-Starter, quick to take the initiative and spot new opportunities• Commercially focussed, capable of delivering results in a cost effective manner• Entrepreneurial and innovative with a delivery focus• Skilled negotiator• Excellent communication skills, both verbal and written• Strong customer focus, committed to ensuring delivery of excellent service standards• Ability to operate at all levels of the organisation acting as an ambassador for the International Office and University internally and externally.• A highly driven and motivated individual• Hungry for sales growth and challenging targets and objectives• Strong leadership and management skills• An ability to get a large team to work collaboratively towards targets• Ability to work with multiple university partners required• First class written and verbal communication skills• A highly organised individual with the ability to manage a diverse workload• Ability to work in a team environment with a range of stakeholders• Capable of building strong working relationships and networks with people across the sector and university partners• Ability to work to given deadlines
Experience	<ul style="list-style-type: none">• Required - Good First Degree, Advantageous – Higher Degree or professional management qualification• Proven track record of successfully operating in the HE sector in a range of overseas markets.• An already developed agent network in key regions• Experience of working with and recruiting international students• Experience of developing overseas student recruitment channels such as agent networks• Track record of successfully establishing partnerships, projects or other joint activity with overseas international organisations to meet corporate targets• Track record of success in sales environment• Must have at least 3 years' experience recruiting for Universities

Knowledge	<ul style="list-style-type: none"> • Knowledge of International Student Recruitment across multiple regions • General knowledge of Microsoft Office essential • Understanding of the Higher Education industry and regulatory bodies (CMA, QAA, BC etc) would be advantageous • A detailed understanding of recruitment to all QA Higher Education university partners is considered strongly advantageous.
Personal Attributes & Other Requirements	<ul style="list-style-type: none"> • Would suit a tenacious character • Individual must be prepared to take on a significant travel schedule – minimum 10 weeks per year overseas • A resilient and strong character is required • An objective approach to targets and workload required • A willingness to learn and support the team • A desire to deliver high quality work • Flexibility and adaptability in an agile environment • A diligent and detailed individual • A positive outlook with a 'can do' attitude

4. About QA

About Us	<p>QA is one of the largest learning services organisations in the UK, developing skills and capabilities for everyone from apprentices to business leaders. Headquartered in London, but with a nationwide network of state-of-the-art training centres, QA Group is comprised of four fast-growing divisions - QA Learning, QA Apprenticeships, QA Consulting and QA Higher Education- all of which deliver innovative and cutting edge skills solutions to UK organisations.</p> <p>At QA, we are proud to help people and businesses transform their performance through learning; we offer a complete range of business and IT training. With training centres throughout the UK, QA delivers an exceptionally broad training curriculum to meet the needs of individuals and corporate businesses. Our award-winning teams of learning professionals are amongst the best in the world, each with extensive experience and a proven track record of delivering the skills that transform performance and ensure lasting benefits.</p>
The Division You'll Be Working In	QAHE:

	<p>QA Higher Education provides quality learning programmes to a culturally and internationally diverse range of candidates. All of our programmes provide an education of the highest quality that is focused on ensuring students have a fulfilling, challenging and intellectually stimulating experience to best prepare them for the business world.</p> <p>QA Higher Education offers a range of courses through our partnership with various universities across the country. We offer globally recognised, fully accredited British degrees at Bachelor's and Master's levels, as well as a range of other courses and qualifications and over 90% of graduates are in employment or pursuing further studies within six months of graduating. This is one of the highest employment / further study rates in the UK.</p>
QA Values	<ul style="list-style-type: none"> • Integrity - We will: Be open and honest. Have trust and respect for each other. Act in the best interests of the whole business. Share knowledge and experience. • Commitment – We will: Deliver our obligations to clients and colleagues. Take individual responsibility and be proactive in delivering what we promise. Champion equality, diversity and inclusion. Support our communities and protect the environment. • Service – We will: Understand our clients and exceed their expectations. Provide exceptional value. Deliver the highest quality service. Strive to continually improve and enhance our services.
Benefits Offered With This Role	<ul style="list-style-type: none"> • 25 days holiday (rising to 28 days after 5 years) – with the ability to buy more holiday days • Pension scheme – we will contribute a % of your basic salary • Life Assurance (4x your basic salary) • 2 days paid Charity Days – QA will also double any sponsorship money raised up to £250 • 3 additional training days to focus on things you're interested in • Season ticket loan • Discounted gym membership and cycle to work scheme