

1. JOB TITLE

Job Title: International Officer (South East Asia)

Responsible to: Senior Regional Manager

Department(s): Sales and Marketing

Last Update : 16/02/2020

2. JOB PURPOSE

The primary purpose of this role is to:

- Develop and manage the sales channels across the region, delivering against the recruitment targets for that region 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 within a defined region and accountable for the performance of the assigned region.
- To manage the performance against target of enrolled students through an effective network of channels.
- To work closely and effectively with the wider marketing and recruitment team, including admissions and marketing, 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.

3. SCOPE

- International Officers are expected to be able to work across a wide variety of regions and the markets identified in this role profile are subject to review and change.

4. ORGANISATIONAL POSITION

5. KEY ACCOUNTABILITIES

- In conjunction with the Head of International Recruitment and Regional Manager to be responsible for setting the sales targets for the prescribed region, in line with corporate objectives
- Responsible for implementation and evaluation of QAHE's international strategy within the prescribed region
- Develop an integrated regional marketing strategy that ensures the full range of recruitment models and channels are represented across and within the regions to maximise income and reduce risk.
- Deliver sales reporting on an ongoing basis to the Regional Manager
- Identifying the budgetary requirements and managing delivery of objectives/targets within agreed budget.
- delivery of exceptional service to students and stakeholders
- Developing strategically focussed, timely regional plans that articulate market development priorities and opportunities and demonstrate how the objectives of the prescribed region will be delivered to meet the corporate targets.
- Develop and maintain strong and effective links with all faculties/schools within institutional partners to provide market insight, identify opportunities for business development, and ensure there is strong support within academic departments for the activities undertaken within the prescribed region.

- To develop and maintain effective links across partners and stakeholders including embassies, UKTI, British Council, educational institutions, and industry for the allocated region.
- To manage overseas offices, to ensure that they deliver against targets, service level agreements and other performance indicators. Where appropriate, to take responsibility for development of new overseas offices
- To develop and manage a range of sales channels including agents, foundation pathway providers and educational partnerships ensuring recruitment opportunities are optimised, monitoring and reporting progress on an ongoing basis.
- To undertake international travel as and when necessary (anticipated to be 12 -16 weeks per year) in support of the work of QAHE and the achievement of regional recruitment targets.
- In conjunction with faculty staff and other senior stakeholders, develop a diverse range of effective institutional partnerships in terms of faculty distribution, entry level and type
- To act as an ambassador of the QAHE Marketing and Recruitment team, representing the Regional Manager when required, at senior level meetings, presentations and committee's and undertaking due diligence exercises as appropriate
- In conjunction with the Regional Manager, develop a diverse range of systems, processes and strategies to maximise the effectiveness of sales activities
- Develop and maintain effective alumni networks in the prescribed region

AND such other duties as are within the scope of the spirit of the job purpose and the title of the post

6. KEY PERFORMANCE INDICATORS

Market Development –

- Research into new and existing markets
 - Delivers high quality market intelligence to deliver effective product development
 - Identification of opportunities and threats in a timely fashion
 - Operationalisation of the marketing and recruitment plan.

Team Performance –

- Achieving agreed targets for each country and programme
- Achieving the required target of enrolled students within budget and within the agreed cost of acquisition
- Achieving the required minimum entry requirements.

Personal Effectiveness –

- Presents regular up to date statistics to the Regional Manager.

Quality & Compliance –

- Achieving agreed targets linked to UKVI regulation and compliance
- Achieving agreed conversion rates of applications to enrolments through agent, direct and other channels

7. DECISIONS AND JUDGEMENTS

Must be able to make good timely decisions and be accountable for them

8. MOST/DIFFICULT PARTS OF THE JOB

Managing time effectively, prioritising work to meet demands and revenue targets. Balancing short term focus and success with success in the longer term objectives and strategies

9. COMMUNICATIONS AND RELATIONSHIPS

Internal

- To collaborate with the Head of International Recruitment and Regional Manager for business strategy
- Report to the Regional Manager and Head of International the Key Performance Statistics of the region
- Build and maintain good working relationships with all internal colleagues

External

- Build strong relations with external representatives
- Manage and expand key relationships across all channels.

10. KNOWLEDGE, TRAINING, QUALIFICATIONS AND EXPERIENCE REQUIRED TO DO THE JOB

QUALIFICATIONS/EXPERIENCE

- 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. Working within South East Asia is advantageous particularly Malaysia.
- An already developed agent network in Malaysia (not essential)
- 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

KNOWLEDGE

- Excellent knowledge of business requirements, processes and methodologies.
- The ability to operate well within a team environment.
- Strong understanding of the market place, and experience in international recruitment.

SKILLS AND COMPETENCIES

- Sales driven and motivated by a target based culture
- 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
- Strong organisational and planning skills
- Capable of building working relationships and networks with people from a range backgrounds and cultures
- 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.

INTEGRITY

- Trustworthy and Honest

11. QA CORE VALUES

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

12. JOB DESCRIPTION AGREEMENT

A separate job description will need to be signed off by each jobholder to whom the job description applies.

Job Holder's Signature:

Date:

Line Manager Signature:

Date: