



## POSITION DESCRIPTION

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<b>Position:</b>	Associate Director, International (Business Development)
<b>Work Area:</b>	International
<b>Classification:</b>	Level 10
<b>Supervisor:</b>	6314 Director, International

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### VISION

To become Australia's premier regional university.

### MISSION

Enriching our regions, connecting with our communities and creating opportunities for all.

### VALUES

At UniSC we will:

- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and each other
- Strive for excellence and innovation in all that we do

### OVERVIEW OF INTERNATIONAL

International is responsible for the development and implementation of the University's strategic priorities to increase the cultural diversity of the student population and the global connectedness of graduates. International promotes UniSC's unique product offerings and student experience, while increasing the University's global presence through its international graduates, transnational education opportunities and learning abroad programs. The Directorate is responsible for a range of functions including international marketing, student recruitment, admissions, compliance, partnerships and learning abroad.

### PRIMARY OBJECTIVES OF THE POSITION

1. Lead the development, implementation, evaluation and reporting related to UniSC's international student recruitment strategies, including Transnational Education (TNE) initiatives.
2. Provide university leaders with data-led, evidence-based advice on international student recruitment and international engagement outcomes and opportunities.
3. Manage an onshore and offshore team who are responsible for direct and partner-led international student recruitment outcomes.



## **NATURE AND SCOPE OF POSITION**

The Associate Director, International (Business Development) leads the International Business Development team and plays a pivotal role in the success of the University achieving its targets for international student enrolments. The Associate Director, International (Business Development) is responsible for the development, implementation, evaluation and reporting related to UniSC's international student recruitment strategies, including Study Abroad and Transnational Education (TNE) initiatives. This position builds and maintains sustainable, scalable and diverse international student pipelines through the optimisation of existing channels and development of new business.

Success is measured against annual targets related to international student commencements and associated revenue, in addition to diversification of international student enrolments across nationality, discipline, study location and study level. This role is required to demonstrate effective budget management through quantifiable return on investment and cost per acquisition measures.

The Associate Director (Business Development) consults closely with senior management to make recommendations and decisions that impact the university more broadly.

The Associate Director, International (Business Development) reports to the Director, International, and leads the International Business Development team, one of four specialist teams in International. The International Business Development team consists of onshore staff located across UniSC's campuses as well as offshore representatives.

## **CHALLENGES AND PROBLEM SOLVING**

Effective leadership in international business development requires a high level of knowledge and understanding of complex and rapidly changing domestic and international regulatory environments. In partnership with the Director, International, this position is required to use innovative problem-solving techniques to meet enrolment targets, while ensuring optimal return on investment and diversification across nationality, discipline, study site and study level.

## **DECISION-MAKING**

This position leads the University's international business development activities and acts in an advisory capacity for the Director, International and other senior staff, including the Executive Committee. The position plays a key role in informing decisions related to location and scale of student recruitment investment, compliance obligations, systems, processes and reporting frameworks. Additionally, this role regularly makes time sensitive, high value decisions about human and financial resource prioritisation for a team of highly mobile business development managers, working across global timezones, navigating complex international travel schedules.

## **INTERPERSONAL RELATIONSHIPS**

This position requires a high level of intercultural and strategic acumen, leadership capabilities, strong negotiation, research and analytical skills and excellent stakeholder relationship building skills. The incumbent will work collaboratively with leaders in International as well as staff at all levels across the university. Additionally, this role develops and maintains relationships with a wide range of high level external stakeholders across government and commercial channels both domestically and internationally.



## KEY ACCOUNTABILITIES OF THE POSITION

1. **Strategic Planning and Implementation:** Develop, implement and evaluate comprehensive international student recruitment and business development strategies, including Study Abroad and TNE initiatives, to meet the University's enrolment and revenue targets.
2. **Leadership and Development:** Lead and develop the International Business Development team and contribute to a culture of high performance, innovation, creativity, excellence, collaboration, accountability and professional respect.
3. **Market Analysis and Insights:** Proactively undertake regular and complex market analysis to identify emerging trends and opportunities utilising a range of data sources including, sophisticated performance dashboards, national and international data sets and network intelligence.
4. **Strategic Engagement and Relationship Management:** Cultivate and maintain effective relationships with internal and external stakeholders and represent the International Directorate and the University within the scope of the position.
5. **Resource Management and Financial Accountability:** Responsibly manage allocated budget, ensuring compliance with appropriate delegations and with demonstrated return on investment.
6. **Compliance and Risk Management:** Ensure compliance with domestic and international regulatory environments and develop strategies to mitigate risks associated with international business development activities.
7. **Innovation and Continuous Improvement:** Identify and implement approaches to enhance processes, ensuring continuous improvement and adaption to changing market conditions.
8. **Strategic Advice:** Prepare and present strategic advice to the Director, International, and other senior staff to inform high-level decision-making in relation to the university's international student recruitment objectives and outcomes.
9. **Intercultural Competence and Strategic Acumen:** Demonstrate high levels of intercultural competence, strategic acumen, and negotiation skills to effectively lead international student recruitment and engagement activities.
10. **Quality Assurance and Performance Management:** Ensure the quality and effectiveness of international business development activities. Implement performance metrics, monitor outcomes and continuously improve processes.
11. Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.

## KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following **Selection Criteria:**

1. Postgraduate qualifications in a relevant discipline combined with extensive relevant work experience and expertise; or an equivalent combination of relevant management expertise and experience and/or education/training.
2. Proven ability to develop, implement, and evaluate comprehensive international business development strategies, including Study Abroad and Transnational Education (TNE) initiatives, to meet enrolment and revenue targets.



3. Extensive experience in leading and developing high performing, highly mobile teams with the ability to meet key objectives in a dynamic work environment and proven ability to foster a positive culture of continuous improvement.
4. Proficiency in conducting complex market analysis and providing expert, advice to identify emerging trends and opportunities and optimise business development outcomes.
5. Excellent stakeholder engagement, high level representational and relationship management skills and expertise in cross-cultural collaboration with the ability to apply initiative, judgement and influence to deliver strategic business outcomes.
6. Extensive knowledge, networks and experience related to source country education systems and qualifications, relationships with high performing business partners, government agencies and scholarship bodies within Australia and in key source markets.
7. In-depth understanding of the Australian and international Higher Education sector including current issues and emerging trends in the governance and internationalisation of higher education (including ESOS and TEQSA), with proven ability to develop strategies to maximise opportunity and mitigate risks.

#### **Desirable**

1. Fluency in a language other than English and of relevance to the University's international strategy.
2. Experience managing remote teams across global timezones with complex travel schedules.

#### **Additional Requirements**

It is a condition of employment for this position that:

- There may be the requirement to provide periodic evidence of immunisation against communicable diseases.
- There will be a requirement to regularly work non-standard hours.
- There may be restrictions on recreational leave during peak periods.
- There will be a requirement to undertake regular domestic and international travel.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

***UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.***