

## Position Description: Senior Manager, International

### Position Details

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**Position Title:** Senior Manager, International

**Division:** Engagement

**Department:** International

**Campus Location:** Based in Ho Chi Minh City, but may be required to work at other campus of the University

**Job Grade / Classification:** PSV9/HEW10A

**Time Fraction:** 1.0

### RMIT University

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RMIT is a global university of technology and design, focused on creating solutions that transform the future for the benefit of people and their environments. We are global in attitude, action and presence; urban in orientation and creativity; and connected through active partnerships with professions, industries and organisations.

RMIT University enjoys an international reputation for excellence in professional and practical educational programs and high-quality outcome-oriented research.

One of Australia's original educational institutions founded in 1887, RMIT is now the nation's largest tertiary institution. The University offers an extensive range of postgraduate, undergraduate and vocational programs.

RMIT has three Melbourne campuses – in the central business district and in Brunswick and Bundoora in the city's northern suburbs – and campuses in Hanoi and Ho Chi Minh City in Vietnam. With significant partnerships in Hong Kong, China, Malaysia and Singapore, RMIT has a strong educational presence in the Asia-Pacific region. The University's total student population of 74,000 includes 30,000 international students (onshore and offshore).

RMIT is a leader in technology, design, global business, communication, global communities, health solutions and urban sustainable futures, and is ranked in the top 100 universities in the world for engineering and technology in the 2010 QS World University Rankings. [www.rmit.edu.au](http://www.rmit.edu.au)

### RMIT Vietnam

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RMIT International University Vietnam is an Asian campus of RMIT University. RMIT Vietnam is creating an innovative research, teaching and learning culture. It is committed to providing internationally recognised high-quality education and professional training for its students, clients and members of the community.

As an internationally recognised Australian university based in Asia, RMIT Vietnam assists in the development of human resources in Vietnam and the region by providing opportunities for students from around the world to belong to an international educational community that supports them to achieve their potential in an increasingly globalised world.

Degrees are awarded by RMIT University in Australia, allowing Vietnamese students to receive an overseas education without having to leave home. RMIT Vietnam is also host to students from Australia and many other countries. All degree programs are recognised by the Vietnamese Ministry of Education and Training (MOET) and are subject to regulation by the Australian Tertiary Education Quality and Standards Agency. RMIT Vietnam is an English-speaking university and all teaching is in English.

[www.rmit.edu.vn](http://www.rmit.edu.vn)

### Position Summary

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The Senior Manager, International drives international student recruitment into programs offered at RMIT Vietnam as well as recruitment from the region to Melbourne. The role is responsible for all aspects of

international student recruitment, including marketing and communications, application to enrolment, channel and enquiry management.

The position is responsible for driving the student recruitment planning process with key internal and external stakeholders to achieve targets and broader local & internationalisation objectives, including market diversification.

The position will also manage the Global Mobility team and where possible identify industry and research connections throughout the region and beyond.

The role will work across the Engagement division and other parts of the University, and with RMIT's representative network and partners to ensure international activities are aligned with the University's strategy.

The position is required to undertake efficient and effective management of the human, financial and information resources of the recruitment teams, including a balanced group budget which meets the Universities financial management requirements.

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## **Reporting Lines**

Reports operationally to: Director, Regional Hub Recruitment

List by title positions which report directly to this position: 4

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## **Organisational Accountabilities**

RMIT Vietnam is committed to the health, safety and wellbeing of its staff members. RMIT Vietnam and its staff members must comply with a range of Vietnamese legal and regulatory requirements, including foreign investment & business, import & export, contracts & commerce, banking, finance & foreign exchange, labour, taxation, land & premises, environment, and immigration. RMIT Vietnam expects all staff members to comply with its Code of Conduct, policies and procedures, which relate to legal and regulatory requirements and our ways of working.

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## **Key Accountabilities**

1. Responsible for ensuring the recruitment and mobility team meet their targets through effective promotional activity and provision of a high-quality admissions service for students.
2. Responsible for implementing plans for international student recruitment in Vietnam and abroad, including setting and meeting targets.
3. Develop effective relationships with key stakeholders both within and external to RMIT Vietnam and RMIT with an interest in or connection with international student recruitment to ensure international activities are aligned with RMIT directions and are collaborative in nature.
4. Produce reports and recommendations with regards to directions and issues concerning student recruitment, profile targets, scholarships, sponsorships and services.
5. Develop systems, processes and procedures for more efficient and effective marketing and recruitment of new international students which are compliant and supportive of quality control measures.
6. Manage the performance of the RMIT Vietnam representative network (student recruitment agents) within the framework of the RMIT representative network through means such as effective contract management, training, payment of commissions, performance tracking, compliance with relevant legislation and liaison with RMIT.
7. Source relevant information and data sets, and provide strategic advice on fee setting for all programs, taking into account such matters as socio economic context, competitors, position in the marketplace.
8. Actively participate in and support RMIT Vietnam's administration and management as appropriate.

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## **Key Selection Criteria**

### **A: Qualifications and Pre-requisites**

#### **Mandatory**

A relevant graduate qualification and relevant experience.

#### **Preferred**

## **B: Employment/Professional Experience**

### **Mandatory**

Successful track record of managing human, financial and other resources, particularly developing, guiding and motivating teams.

1. Strong corporate and business orientation coupled with the capacity and willingness to actively contribute to RMIT Vietnam's leadership and to model university values. Knowledge and understanding of business principles, processes and strategic business decision making requirements is essential.
2. Demonstrated experience in influencing, developing and implementing policy, ensuring adherence to organisation procedures, codes, guidelines and government legislation.

### **Preferred**

## **C: Competencies - skills, knowledge, abilities**

### **Essential**

1. Excellent interpersonal communication and relationship building skills, including the ability to effectively communicate with a range of people across and external to the University and in a wide range of cultural and communication contexts.
2. Sophisticated cross-cultural understanding and awareness and demonstrated ability to work within and represent an organisation in diverse countries, and to deliver outcomes to the satisfaction of clients from different countries and cultures.
3. Highly developed diagnostic, analytical and conceptual skills to identify and drive creative solutions and practical implementation strategies.
4. Well-developed recruitment, marketing, communication, market intelligence skills, and demonstrated skill in identifying evidence-based business opportunities.
5. Sound understanding of the higher education environment generally and the challenges facing universities.
6. Ability to nurture and maintain internal and external relationships at all levels.
7. Proven ability and commitment to motivate develop and coach others to deliver excellent client service in a rapidly changing cross cultural environment.

### **English Proficiency**

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English is the language of teaching and communication at RMIT Vietnam. For this role, the minimum requirement is outlined in the Recruitment, Selection and Onboarding Guidelines.

For any role, English Language Proficiency may also be proven by showing successful completion of secondary education to a level qualifying to enter university study while being instructed through the medium of English, as per the RMIT University recognised qualification list.

### **Organizational Accountabilities**

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### **Work Permit**

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All foreign employees must adhere to the requirements for obtaining a valid visa and work permit in Vietnam. These requirements are mandated by the Government and may be over and above the mandatory requirements and key selection criteria. Work permit requirements are subject to change. RMIT Vietnam accepts zero tolerance to non-adherence of the immigration laws of Vietnam.

<b>Endorsed:</b>		<b>Approved:</b>	
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<b>Signature:</b>		<b>Signature:</b>	
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