POSITION DESCRIPTION

Position Title: Senior Regional Manager, Recruitment (South East Asia)
Organisation Unit: Future Students
Position Number: 3017369
Type of Employment: Full Time Continuing
Classification: HEW Level 8

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (40), the US News Best Global Universities Rankings (42), QS World University Rankings (47), Academic Ranking of World Universities (54), and the Times Higher Education World University Rankings (66). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 53,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 17,000 international students from 135 countries, adding to its proud 260,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $2.15 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+.

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

UQ's Global Strategy is embedded in the UQ Strategic Plan 2018-2021 and supports UQ’s vision of 'knowledge leadership for a better world'. Our successful global profile is the result of forging strategic partnerships with people and organisations across industry, government, sponsorship, philanthropy, alumni, higher education and research. In support of the University’s Global Strategy, the Future Students Division takes a leading edge approach to student recruitment and comprises of –

- Future Student Recruitment
- International Marketing and Communication
- International Admissions
- Future Students Contact Centre

The Future Student Recruitment and International Marketing and Communication teams work in close partnership with faculties, schools, UQ’s agent network and partners to grow our future student community.

The Future Students Division forms part of the External Engagement Portfolio, led by the Deputy Vice-Chancellor (External Engagement) and is responsible for the University’s engagement activities. The Portfolio brings together various business units from across the University, including UQ Press, UQ Art Museum, Indigenous Engagement, Advancement, Global Engagement & Entrepreneurship, Marketing and Communication and Future Students. The Portfolio works closely with the other portfolios, faculties, institutes and central areas in all aspects of student recruitment.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available online.

DUTY STATEMENT

Primary Purpose of Position

The primary function of the position is to work with the Manager, International Recruitment, in developing and coordinating UQ International’s recruitment and marketing activities in the South East Asia region. (Note – the regional clusters may be revised based upon business needs). The Senior Regional Manager, Recruitment (South East Asia) is responsible for a high volume region, which has a cluster of diverse student recruitment countries of strategic importance to the University. The Senior Regional Manager, Recruitment (South East Asia) will have management responsibility of staff and/or contractors who are located either in Brisbane or in the region. The activities will focus on raising the profile of The University of Queensland as a high quality preferred destination in order to increase the intake of high quality international students across a diverse range of programs. The position will develop and maintain a strong liaison role with international institutional partners and recruiting agents within the specified geographical region.
Duties

Duties and responsibilities include, but are not limited to:

- Assist the Deputy Director, International Marketing and Recruitment and the Manager, International Recruitment to develop regional recruitment strategies and plans for the University to achieve the regional recruitment targets, and plans for sustainable growth.
- Manage a team of recruitment staff or contractors, to implement recruitment plans to ensure recruitment targets are met.
- Manage contractor agreement renewals and milestone payments, and ensure contractors are compliant with their contracts.
- Develop expertise and knowledge of university policies, procedures and priorities relevant to international education recruitment within specified regional markets.
- Organise UQ International’s representation and coordinate international recruitment and promotional activities in designated overseas markets to increase international student intake in all programs offered in the University.
- Develop on-going relationships with the University’s partner institutions and recruiting agents in specific regional markets, by organising, coordinating and where required, attending educational exhibitions.
- Identify and develop, in conjunction with Faculties and Global Engagement and Entrepreneurship, articulations into UQ programs with appropriate institutions.
- Manage the University’s recruiting agents within specific regions to ensure the following:
  - agents are appropriately trained and adequately informed on current University program offerings, admission and visa requirements;
  - develop recruitment and marketing plans in conjunction with agents;
  - monitor and provide feedback where necessary on the agent’s performance.
- Maintain working relationships with Faculty International Business Development, Managers and staff from the Global Engagement and Entrepreneurship team for international marketing and recruitment purposes.
- Provide briefings and follow-up for staff representing the University at international marketing events, and in collaboration with Global Engagement and Entrepreneurship, develop background documents and reports on specific regional overseas markets.
- Participate, where appropriate, in orientation activities for international students.
- Develop, track and report on recruitment and marketing budget for areas of responsibility.
- Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
  - the University’s Code of Conduct
  - requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
  - the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
  - requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Organisational Relationships
The position reports to the Manager, International Recruitment. The Senior Regional Manager, Recruitment (South East Asia) will work closely with the Global Engagement and Entrepreneurship and International Admissions staff.

SELECTION CRITERIA

**Essential**
- Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience or an equivalent combination of relevant experience and/or education and/or training, with extensive knowledge of programs offered by tertiary institutions or a demonstrated ability to acquire that knowledge
- Significant knowledge and proven experience in international student recruitment, the international student market and relevant legislation.
- Demonstrated ability to develop and implement plans for increasing international student intake into the education sector.
- Skills to develop reports on options and strategies for recruitment strategies.
- Demonstrated high level of communication skills that allows the position to work cooperatively and constructively with a variety of University, Government and private organisations.
- Previous management responsibilities
- Ability to work as part of a recruitment team
- Effective interpersonal skills to work with people from a range of backgrounds and cultures with a demonstrated ability to operate with a significant degree of initiative and independence.
- Ability to efficiently use the Microsoft Office suite
- Excellent written skills, to be able to produce succinct reports and market analysis paper

**Desirable**
- Sound understanding of organisational and operational structures in a tertiary environment.
- An understanding of, and commitment to, the principles of equity and equal opportunity.
- Management of teams located remotely
- Ability to speak a second language.

*The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage for further information and points of contact if you require additional support.*

*This role requires international travel and work outside the regular working hours in the EBA. All international air travel is via economy class.*

*Accessibility requirements and/or adjustments can be directed to recruitment@uq.edu.au.*