# Position Description

<table>
<thead>
<tr>
<th>Title:</th>
<th>Senior International Country Manager – China</th>
<th>HEW Level:</th>
<th>8</th>
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<tbody>
<tr>
<td>Faculty/Office:</td>
<td>Macquarie International</td>
<td>Position Number:</td>
<td></td>
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<tr>
<td>Department/Team:</td>
<td>Global Engagement &amp; Business Development</td>
<td>Date:</td>
<td>February 2019</td>
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**Position Purpose:** To manage the University’s recruitment in designated international markets.

## ORGANISATIONAL CONTEXT

Macquarie International (MI) is responsible for the design and delivery, in partnership with Faculties and key portfolios, of the university’s global engagement across student recruitment, academic pathways and collaborations, and strategic partnerships. The organisational unit is responsible for generating a significant proportion of the university’s income from commencing and continuing students. As the international arm of the University, MI’s activities across the world must protect and enhance the reputation of the university, be student focused and embody the highest professional and ethical standards.

Macquarie International’s Greater China Regional Team is responsible for marketing and recruiting international students to the University as well as supporting the overall internationalisation strategy of the University in this critical region.

Under the direction of the Director International and the Regional Director, the Senior International Country Manager – China is responsible for all recruitment activities in their designated market. The Senior Country Manager takes the lead responsibility in managing designated country markets to ensure recruitment and strategic engagement goals are met. The role maintains and develops multiple external relationships to enhance and grow Macquarie’s international standing and brand.

## ORGANISATIONAL CHART

![Organisational Chart](image-url)
# Key Accountabilities

- Develop and implement marketing initiatives and collateral aimed at building the University’s profile and increasing student numbers in allocated targeted China markets.
- Collaborate with the Regional Director, Country Managers and other Macquarie International staff to implement strategies and initiatives across varying marketing channels - particularly utilising social media channels - to suit the needs of specific countries and/or regions and build the University’s profile and reputation.
- Identify, build and manage relationships with key external stakeholders including institutional contacts, agencies, government bodies and prospective employers within agreed strategies.
- Provide expert advice and support for International Country Managers in identifying and developing marketing and sales plans.
- Provide advice and support to international students and agents on the University’s admissions and articulations processes and potential pathways.
- Undertake training and support where appropriate for agents, and partners on Macquarie University portfolio and operations.
- Manage, coach and set direction for staff based on and offshore.
- Comply with relevant EEO and WHS regulations.
- Perform any other duties as required and appropriate for this classification.

# Position Context

| Reports to: | Regional Director, China and MUIC |
| Positions Reporting to: | Direct: International Country Manager |
| Key Direct Clients: | • International agents  
• Government agencies  
• International institutions  
• Corporate partners  
• Potential international students |
| Other Key Relationships: | • Management and staff of Education Partners  
• Government officials and agencies  
• Overseas university representatives  
• MQ students and Alumni  
• Corporate linkages  
• MI Staff  
• MUIC Staff |
| Budget Accountability: | Nil |
| Role-specific Conditions: | • Regular International travel required  
• Domestic travel required.  
• Fluency in a local language |
<p>| Scope and autonomy | Identifies University wide current and emerging issues and develops appropriate policies, strategies and/or programs. |
| Problem solving | Manages significant organisational problems and/or issues and undertakes complex strategic planning and decision making. |</p>
<table>
<thead>
<tr>
<th>COMPETENCIES</th>
<th>ATTRIBUTES</th>
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<tbody>
<tr>
<td><strong>Planning and Execution</strong>: Managing time and resources to complete tasks and achieve objectives.</td>
<td><strong>Perseverance</strong>: Persevering despite obstacles to ensure tasks are completed.</td>
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<td><strong>Quality Focus</strong>: Ensuring accuracy and quality when completing tasks.</td>
<td><strong>Flexibility</strong>: Responding effectively to unexpected or changing circumstances.</td>
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<td><strong>Communication</strong>: Effectively articulates key messages, both verbally and in writing, adapting to suit context and audience.</td>
<td><strong>Reliability</strong>: Meeting commitments and responsibilities.</td>
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<td><strong>Service Focus</strong>: Making students, staff, alumni and other key contacts and their needs a priority.</td>
<td><strong>Interpersonal Impact</strong>: Making a positive impression on others in a range of interpersonal contexts.</td>
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<td><strong>Relationship Management</strong>: Establishing effective working relationships with others.</td>
<td><strong>Resilience</strong>: Dealing effectively with and recovering quickly from setbacks or pressure.</td>
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<td><strong>Teamwork</strong>: Working in collaboration with others to achieve shared goals.</td>
<td><strong>Accountability</strong>: Assuming responsibility for making decisions and delivering agreed outcomes.</td>
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<td><strong>Integrity</strong>: Maintaining confidentiality, discretion and professionalism.</td>
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### REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Degree or equivalent experience in business or marketing discipline.
- Computer skills including MS Office and internet.
- Fluency in local language(s)
- Knowledge of the Australian and international higher education system.
- Knowledge of international higher education system in countries of responsibility.
- Knowledge of higher education admissions processes and systems.

### ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

- Knowledge of Macquarie International’s functions and structure.
- Knowledge of Macquarie International’s policies, systems, processes and procedures.
- Knowledge of how the University works and how relevant functions across the University interrelate.
- Knowledge of the life cycle of an international student and the systems used to record and manage their activities.
- Understanding the local and global market/context within which the University operates.

### KEY EXPERIENCE
Practical experiences and exposure to specific environments or activities related to successful performance.

- Experience in implementing student recruitment strategies promoting Australian higher education as a preferred choice for Chinese students.
- Working in domestic and/or international recruitment.
- Working in the higher education sector.
- Building and managing relationships with key stakeholders, with an emphasis of communicating across culturally diverse groups.
- Managing and contributing to multiple projects simultaneously, within set timeframes and achieving objectives.
- Experience managing and coaching a team.