## Position Summary

The Regional Business Development Manager – ASEAN & North Asia is responsible for enabling the development of sales strategies and practice to facilitate delivery of onshore and rest of world (RoW) enrolment targets and improved return on investment (ROI) for UNSW.

The Business Development Manager will work collaboratively to implement regional sales strategies and operating plans which are aligned to the UNSW Future Student strategy. The role will focus on improving student diversity by developing engagement and building market share in target ASEAN markets.

They will also be responsible for driving improvements in account management and implementation of CRM best practices whilst driving channel development across schools, articulations and sponsors.

The role will be a key member of the international recruitment team, deputising for the Head of International Recruitment and working closely with university-wide stakeholders to meet sales targets associated with the recruitment of high-quality students.

The Regional Business Development – ASEAN & North Asia reports to the Head of International Recruitment and has four direct reports.

Accountabilities

Specific accountabilities for this role include:

* Working with the Head of International Recruitment to take responsibility for the development and implementation of a regional sales strategy and operating plan which is aligned to the UNSW Future Student strategy to achieve regional commencement targets and drive market share improvement.
* Manage UNSW's ASEAN and North Asia student sales and recruitment operations, driving performance of a dedicated team of in-market professionals to enable them to achieve regional enrolment targets by faculty. Working with the Head of International Recruitment to implement strategies to course correct as required.
* Develop and monitor the annual regional sales plan based on faculty product strategies and ensure that key objectives are achieved. These will include meeting sales targets and managing operating budgets, timelines, and activities.
* Oversee regional sales operations and implement account management strategy for international recruitment agents that provides enrolment quality, growth and diversity, and improved ROI whilst ensuring that the university is positioned as a partner of choice.
* In collaboration with the Head of International Recruitment and Head of Future Student Strategy & Planning, develop market specific sales strategies to ensure the regional sales and recruitment operations are geared to maximise lead generation, conversion, and enrolments.
* Responsible for the delivery of the market and channel development sales strategy for the region to increase the diversity and number of international students, working in partnership with ‘feeder’ partners including international schools, articulation partners and government/industry sponsors internationally.
* Work with Future Students Marketing and local stakeholders, to drive brand awareness and recognition across key recruitment markets.
* Provide expert knowledge and insights of market trends. Share data, insights and competitor intelligence to Faculties and other stakeholders including post-census reviews of regional plans and strategies and ROI analysis on agent performance, exhibitions, activities, and events.
* Provide advice to key stakeholders including the Head of International Recruitment, Director of Future Students, Associate Deans International, and other key stakeholders on the development and delivery of the University's regional sales and recruitment operations.
* Conduct and report on analysis of sales data in a regular and timely manner, providing key insights for strategic decision making, financial forecasting and student load planning.
* Implement effective CRM management, ensuring the effective capture and utilisation of data is combined with improved delivery to maximise recruitment, conversion, and enrolment of students.
* Facilitate delegation visits across the ASEAN and North Asia Region
* Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](https://unsw.sharepoint.com/sites/values-in-action) and the [UNSW Code of Conduct](https://www.gs.unsw.edu.au/policy/documents/codeofconduct.pdf).
* Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Skills and Experience

* Relevant tertiary level qualifications in a business-related discipline with demonstrated experience in a sales management role, preferably within the higher education sector, though other sectors will be considered.
* Proven history of achieving targets through the performance management of a large, remote sales team utilising both B2B and direct channel methods.
* Proven record of leading remote sales teams across large geographic regions. Including recruitment, training, coaching, mentoring, territory management, and performance management.
* Preferred, but not essential, experience of working with governmental, institutional, and private organisations to identify and inform collaborative working relationships and drive recruitment channel diversification.
* Excellent people management and communication skills with a capacity to work effectively within a matrix structure, with focus on collaborating with and influencing various stakeholders.
* Strong track record in executing conversion and retention strategies through a CRM and lead management automation tools.
* Demonstrated experience in the development and management of strategic and operational planning and budgets to achieve successful, cost-effective outcomes.
* An understanding of and commitment to UNSW’s aims, objectives, and values in action, together with relevant policies and guidelines.
* Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

Pre-employment checks required for this position

* Verification of qualifications.
* Criminal record check.

Other

* This role requires regular periods of travel and occasional out of hours work.

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.