

<b>POSITION TITLE</b>	Regional Development Manager
-----------------------	------------------------------

<b>FACULTY/INSTITUTE/DIVISION</b>	Global Division
<b>SCHOOL/SECTION</b>	International Student Recruitment
<b>CAMPUS</b>	Hobart
<b>CLASSIFICATION</b>	HEO 8
<b>DATE</b>	April 2018

### POSITION SUMMARY

Open to Talent, the University of Tasmania's strategic plan, sets a bold vision for the future, with high ambitions across the domains of research, students, community and internationalisation.

In the internationalisation domain, the University is committed to: further increasing the number and diversity of international students; strengthening international linkages and partnerships; further enhancing the internationalisation of the curriculum; and continuing to attract world class scholars as staff and visitors.

Aligned to these strategic objectives, the International Student Recruitment team plays a critical role in the implementation of the University's international student recruitment strategy and is accountable for helping achieve international student recruitment performance targets through a broad range of activities.

The incumbent is responsible for proactively contributing to the development of the institutional international marketing and recruitment strategy and for achieving international student recruitment performance targets through a broad range of activities including establishing and maintaining international agent and partner relations, attending international events and forums to represent the University of Tasmania, and interacting with prospective students.

The position will be on an ongoing, full-time basis and located on the Sandy Bay campus and involves frequent overseas travel (12-18 weeks per annum).

The position is suited to an experienced and committed professional with strong experience recruiting students within a higher education environment, excellent communication skills, a deep knowledge of education systems in Australia and internationally and have a strong relationship with existing networks in education, government and related areas.

### POSITION RELATIONSHIPS

<b>Supervisor</b>	Associate Director - International
<b>Direct reports</b>	In-country Manager – South Asia Country Officer (x2) Regional Development Officer (x1) International Recruitment Officer (x1)
<b>Other</b>	The incumbent must relate in an effective way with: <ul style="list-style-type: none"> <li>• Executive Director - International;</li> <li>• Office of the PVC Global Engagement;</li> <li>• International Recruitment team;</li> </ul>

	<ul style="list-style-type: none"> <li>• Marketing and Communications team</li> <li>• International Admissions</li> <li>• Broader Student Centre staff</li> <li>• Deans, Heads of Schools and Associate Deans (International)</li> <li>• International education agents, institutions and organisations; and</li> <li>• International students.</li> </ul>
--	--

#### KEY ACCOUNTABILITIES AND OUTCOMES

1.	Guided by the University's strategic priorities and in close consultation with Faculties and Institutes, oversee and manage all aspects of student recruitment in South Asia markets (which is inclusive of India, Sri Lanka, Nepal, Pakistan and Bangladesh), including advertising/marketing (in conjunction with International Marketing and Communications), liaison with agents, and creating productive connections between international agents, partners and other University stakeholders.
2.	Develop specific student recruitment strategies in South Asia Markets for the University, contributing to the production of appropriate marketing tools in consultation with the Associate Director- International, Marketing and Communications, and Faculties and Institutes, and manage the effective distribution of marketing tools and other information to a network of agents and students.
3.	Contribute proactively to the University's market intelligence through development and dissemination of market knowledge and opportunities for the University to meet its recruitment performance targets. In turn, building these performance targets into specific agent strategies.
4.	Provide highly professional representation of the University at exhibitions, seminars and other promotional activities, both in Australia and overseas (occasionally requiring to provide support outside the designated region) and actively contribute to increasing the University's international profile and marketability.
5.	Research opportunities for the development of new links with appropriate institutions and organisations overseas and help manage emerging relationships.
6.	Provide oversight of visits to campus by agents, institution representatives and other officials from region of responsibility.
7.	Accountability for revenue generated from recruitment activities and partnerships within the South Asia region.
8.	Work with International Marketing and Communications to provide market intelligence and advice to ensure University digital content remains attractive and relevant to the current markets and enables the University to effectively position itself in the market. Whenever possible, contributing to the creation of localised content.

#### DECISION MAKING AUTHORITY/LEVEL OF RESPONSIBILITY

Primary tasks are performed under the broad direction of the Associate Director - International with a high degree of autonomy and initiative, with responsibility for managing project budgets and ensuring recruitment activities are consistent with the University's international strategy so that performance targets are realised.

This position requires direct supervision of three offshore and two onshore based team members.

--

POSITION CRITERIA
-------------------

Essential Requirements
------------------------

- |  |
|--|
| <ol style="list-style-type: none"><li>1. A tertiary level degree in a relevant field and/or relevant work experience in sales and marketing in higher education or similar institution with demonstrated success in international student recruitment.</li><li>2. Ability to meet and exceed targets/KPIs in a high pressure environment</li><li>3. A demonstrated capacity to effectively manage financial and human resources and work autonomously and innovatively to achieve recruitment performance targets within a defined strategy framework.</li><li>4. Excellent interpersonal, public relations and communications skills in a cross cultural context.</li><li>5. Demonstrated experience building effective relationships with a wide range of people, including international students, education agents, university academic and administrative staff and staff of international agencies, institutions and government organisations.</li><li>6. Well-developed territory management and planning skills, organizational skills and the capacity to think and solve problems independently and to prioritise and progress multiple tasks concurrently.</li><li>7. An awareness and sensitivity to the special needs and aspirations of students from developing countries and those from differing cultural, economic and social backgrounds.</li><li>8. Experience in developing appropriate marketing and recruitment strategies and tools (both hard copy and web based) excellent report writing and other public relations and presentation skills.</li><li>9. A comprehensive knowledge of the Australian tertiary education sector as well as a good working knowledge of international education, including recent developments and trends.</li></ol> |
|--|

Desirable Attributes
----------------------

- |  |
|--|
| <ol style="list-style-type: none"><li>1. The successful candidate would be subject to undertaking a <i>Working With Children Check</i> as the role could involve activities with unsupervised minors.</li><li>2. The successful candidate should hold a valid Australian Driver's Licence.</li></ol> |
|--|

## WORKPLACE HEALTH AND SAFETY

- All staff will assist the University to create and maintain a safe and healthy work environment by working safely, adhering to instructions and using the equipment provided in accordance with safe operating procedures. Where appropriate, staff will initiate and participate in worksite inspections, accident reporting and investigations and develop safe work procedures.
- All supervising staff are required to implement and maintain the University's WHS Management System in areas under their control, ensuring compliance with legislative requirements and established Policies, Procedures and Guidelines and, provide the appropriate information, instruction, training and supervision.
- Staff will inform their supervisor of any unsafe working practices or hazardous working conditions

## UTAS STATEMENT OF VALUES



We subscribe to the fundamental values of honesty, integrity, responsibility, trust and trustworthiness, respect and self-respect, and fairness and justice. We bring these values to life by our individual and collective commitment to:

- \* Creating and serving shared purpose
- \* Nurturing a vital and sustainable community
- \* Focusing on opportunity
- \* Working from the strength diversity brings
- \* Collaborating in ways that help us be the best we can