

Details

Area	Partnerships Portfolio
Team	Deakin International / International Recruitment
Location	Flexible, all campuses
Classification	HEW level 9
Reports to	Director, International Recruitment

Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

[Strategic Plans – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

Position Description

International Manager



Overview

The International Manager is a key member of Deakin International's International Recruitment team, which has responsibility for leading and achieving the University's onshore and offshore international enrolment targets. The International Manager is expected to contribute significantly to the development of strategies that lead to increased number of overseas student enrolments at Deakin. The International Manager is involved in all aspects of international marketing and promotion, both locally and overseas.

Reporting to the Director, International Recruitment this role will:

- Achieve international student recruitment targets for allocated countries
- Demonstrate leadership by developing, implementing and evaluating recruitment strategies, developing strategic partnerships and raising the profile of Deakin University in a way that is innovative, cost-effective and sustainable. Systematically gathering, disseminating and utilising market intelligence, working in consultation with Deakin International staff, International Marketing and Faculty staff to prepare recruitment plans for each target market.
- Identifying opportunities to build appropriate articulation and partnership linkages with education institutions and other bodies that will benefit Deakin University, especially the recruitment of students, and supporting the ongoing development of existing and new relationships.
- Managing staff in Deakin offices in assigned countries to ensure that recruitment and partnership goals are achieved.
- Work collaboratively with Faculties, Deakin College, International Marketing and Admissions & Compliance, where appropriate, to ensure university recruitment, marketing, research and partnership development goals are achieved.
- Utilise market intelligence and monitor trends, opportunities, challenges/threats and competitor activities in order to providing strategic and evidence-based advice and market intelligence to internal stakeholders regarding specific market information, opportunities for new partnership development, course advice and changes in student recruitment patterns.
- Drive and manage the key relationship with key stakeholders such as feeder schools and institutions within designated markets
- Managing, training and monitoring Deakin University agents and representatives overseas to ensure that they are able to advise prospective students of the pathways and award courses available offered at Deakin and comply with the ESOS Act and National Code. Monitoring performance of individual agents and making recommendations where appropriate for incentives, the appointment of new agents or discontinuance of agency agreements.
- Preparing an annual schedule of international promotional recruitment missions, including online campaigns, travel dates and events, related activities, costs and targets to maximise penetration within each target market.
- Developing and monitoring budget allocated for markets of responsibility to ensure that student recruitment targets are achieved in a cost effective, innovative and sustainable way.
- Implement governance and compliance strategies that align with University student recruitment objectives, as well as the ESOS Act and National Code.
- Developing and maintaining strong relationships in the target countries including the Australian embassy or consular staff, local governments, sponsor bodies and university partners in order to gain market insights which will inform the student recruitment strategy.
- Perform any other duties as directed, commensurate with the scope and classification of the position.

Accountabilities

- Use knowledge of key business drivers to inform the development of concepts and strategies and use information from a diverse range of people, groups and resources to make critical strategic decisions.
- Translate complex issues into clear and understandable goals and targets for Deakin and encourage and coach others to question traditional assumptions and review practices and policies
- Manage workloads and resources to deliver agreed outcomes and establish systems and procedures to guide work and track progress. Continually evaluate progress and re-prioritises work based on changing needs.
- Integrate multiple data sources to seek trends and analyse specific challenges. Discusses and understand broad constructs rather than concrete examples and implement solutions, evaluate effectiveness and adjust actions as required.
- Draw on a range of information sources to identify new ways of doing things and ways of being inclusive to ensure implementation of continuous improvement strategies in own work area. Use accepted theory and practices to develop and deploy continuous improvement actions.
- Set a positive example of achievement and inspire others to succeed with ethics and recognise and reward performance and behaviours that contribute to the delivery of results and high-quality outcomes that meet the needs of a diverse range of stakeholders.
- Gain stakeholder support and generate enthusiasm about change and develop a safe environment to express views and promote inclusive and respectful issue resolution.
- Provide tailored coaching to enable individuals to deliver high quality solutions and set clear standards of expected behaviour. Lead with values, ethics and emotional intelligence to grow team resilience, inclusion and performance. Actively look for opportunities to celebrate and reward outstanding performance.

Selection

- Postgraduate qualifications and extensive relevant experience; or
- Extensive experience and management expertise; or
- An equivalent combination of relevant experience and/or education/training
- In depth knowledge of the international student recruitment markets and the Australian Higher Education Sector and a track record of success in international student recruitment.
- Demonstrated ability to successfully develop and implement innovative marketing strategy and to generate data reports that track performance against stated objectives.
- Demonstrated experience initiating and managing successful partnerships.
- Excellent verbal and written communication skills, including the ability to write reports and business cases for the senior executive and deliver inspiring presentations to a diverse audience.
- Superior analytical and issues-based problem-solving skills, with the ability to source and analyse data and intelligence to support strategic decision making and planning.
- Proven experience in leading and supporting a high performing team.

Capabilities

- **Leads Culture** creates transparent, engaged and inspiring cultures, leads culture change.
- **Develops Talent** develops inclusive, capable and engaged teams to meet organisational needs.
- **Delivers Outcomes** creates clarity through governance, makes decisions that result in quality outcomes.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.
- **Inspires Results** translates strategic priorities into reality, inspires outcomes through others.
- **Strategic Analysis** uses cross-disciplinary knowledge, intelligence and insights to inform future direction.

Special Requirements

- This position will require the incumbent to frequently travel, including travel within Victoria, domestic and/or international to attend conferences, events and to represent the university.
- This position requires the incumbent to hold a current Working with Children Check

Note The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.