

Director - International

College/Division	Future Students
School/Section	Recruitment and International
Location	State-wide
Classification	Senior Manager
Reporting line	Reports to Deputy Vice Chancellor (International)

Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and cultural future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

Recruitment and International, which is part of the Division of Future Students, plays a critical role in the implementation of the University's student recruitment strategy through driving the recruitment, conversion, and enrolment of future students to the university. The Director International is responsible for establishing and delivering targeted recruitment strategies in international markets, which deliver a diverse and high quality pipeline of students across the range of our offerings.

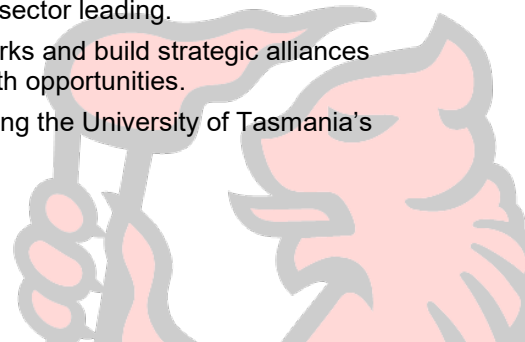
The Director International will operate with a high degree of autonomy under the broad direction of the Deputy Vice-Chancellor (International) to establish and successfully execute strategies which will increase and expand the international recruitment channels. The incumbent will diversify international revenue and maximise return on international investment through an increased breadth in the international student profile.

This position is responsible for leading the international recruitment portfolio, consisting of staff based in Australia and Overseas including Regional Managers, Recruitment Officers and Agent Management. The position is also a key member of the leadership team in Future Students. The incumbent will be required to deliver high standards of leadership in a complex environment through a highly engaged workforce, strong and collaborative professional relationships, and a high degree of initiative and ownership across a range of complex policy and operational areas associated with the recruitment of International Students. This position is accountable for the delivery of targets across three key metrics revenue, diversity, and risk rating, as a result, the position's advice and decisions have University-wide impact.

We are an inclusive workplace committed to 'working from the strength that diversity brings' reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.

What You'll Do

- Expand the University's engagement and relationships in international markets to deliver a diversified international student profile at the University and to reduce the risk of high concentrations from, or reliance on, particular regions.
- Maximise return on investment from international markets and establish improved reliability, through diversified international revenue and recruitment channels to become sector leading.
- Ensure high quality representation of the University, strengthen networks and build strategic alliances throughout the international sector to identify and secure market growth opportunities.
- In collaboration with Marketing, develop and deliver strategies for raising the University of Tasmania's



profile in international markets.

- Translate University strategic priorities into the Division's strategy together with well-defined operational and performance plans to ensure targets are met.
- Provide clear and decisive leadership within the international recruitment cohort, delivering a highly skilled, productive and engaged workforce.
- Undertake other duties as assigned by the supervisor.

What We're Looking For (success criteria)

- An engaging people leader with an excellent ability to create and lead productive and unified teams, and actively contribute to a collaborative and credible senior leadership team across the Division.
- Significant high level experience in international sales, business development and marketing as well as the development and implementation of business plans to support international student recruitment, including demonstrated success in developing and leading strategies for growing international student numbers and revenue.
- Proven capacity to deliver on enrolment and revenue targets across a variety of markets and establish partnerships with other universities internationally. Extensive relationship management experience, with a proven ability to interact with a diverse range of people across various levels of seniority.
- Proven ability in strategy development within the international education context including: a comprehensive understanding of the factors influencing students and their families in selecting an international tertiary institution, the capacity to provide insightful analysis of competitor activity, and the ability to undertake appropriate research.
- Highly developed written and oral communication skills as well as problem solving and analytical skills.
- High-level interpersonal and negotiation skills including well-honed intercultural skills
- A formal postgraduate qualification in marketing or a related field, or commensurate work experience in those fields.

Other position requirements

- Current 'C' class driver's licence or manual vehicle licence
- Regular intrastate/ interstate/ international travel

University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focused.

Check out more here:

<https://www.utas.edu.au/jobs>

<https://www.utas.edu.au/careers/our-people-values-and-behaviours>

The intention of this position description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties above may be altered in accordance with the changing requirements of the position.

