



POSITION DESCRIPTION

Position:	7020, 7021, 7022 International Business Development Manager
Work Area:	International
Classification:	Level 8
Supervisor:	7019 Associate Director, International (Business Development)

VISION

To become Australia's premier regional university.

MISSION

Enriching our regions, connecting with our communities and creating opportunities for all.

VALUES

At UniSC we will:

- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and each other
- Strive for excellence and innovation in all that we do

OVERVIEW OF INTERNATIONAL

International is responsible for the development and implementation of the University's strategic priorities to increase the cultural diversity of the student population and the global connectedness of graduates. International promotes UniSC's unique product offerings and student experience, while increasing the University's global presence through its international graduates, transnational education opportunities and learning abroad programs. The Directorate is responsible for a range of functions including international marketing, student recruitment, admissions, compliance, partnerships and learning abroad.

PRIMARY OBJECTIVES OF THE POSITION

1. Provide high-level strategic analysis of competition and trends in allocated international markets to identify and capitalise on strategic growth opportunities.
2. Develop and implement comprehensive business development strategies for allocated regions, regularly monitoring and reviewing performance and return on investment.
3. Supervise a team of highly mobile onshore and/or offshore business development staff/consultants ensuring the University's brand is represented appropriately and recruitment activities are carried out in line with strategic direction.



NATURE AND SCOPE OF POSITION

The International Business Development Manager oversees business development strategies for allocated regions of responsibility. The role is responsible for identifying opportunities in current and emerging markets, developing and implementing student recruitment strategies and evaluating and reporting on effectiveness.

Success is measured against annual targets related to international student commencements and associated revenue from allocated markets. The role is required to demonstrate effective budget management through quantifiable return on investment and cost per acquisition measures.

The International Business Development Manager will possess a detailed knowledge and understanding of education pathways, academic qualifications, risk factors, motivating factors and product demand for allocated regions. The incumbent is responsible for proactively providing regular market intelligence, operational support and expertise related to strategic growth opportunities, admissions and compliance requirements, product development and student recruitment activities and outcomes.

The International Business Development Manager represents UniSC internationally and builds and maintains sustainable, scalable and diverse international student pipelines and networks. The position negotiates contracts and manages the performance of business-critical partnerships with education agents, partner institutions and government agencies.

This position directly supervises a team of highly mobile onshore and/or offshore business development staff/consultants working across global timezones with complex travel schedules.

KEY ACCOUNTABILITIES OF THE POSITION

1. **Strategic Business Development:** Develop and implement international student recruitment strategies, targeting both current and emerging markets to build and maintain a sustainable, scalable, and diverse international student pipeline and network from allocated regions.
2. **Market Analysis, Insights and Advice:** Conduct regular and thorough market analysis to provide proactive insights and strategic advice on emerging trends and opportunities, utilising a range of data sources such as performance dashboards, national and international data sets and network intelligence.
3. **Subject Matter Expertise:** Maintain a detailed knowledge and understanding of education pathways, academic qualifications, risk factors, motivating factors, product demand and key enablers for allocated regions.
4. **Evaluate and Report:** Regularly assess the effectiveness of recruitment strategies and provide detailed reports on performance against annual targets.
5. **Budget management:** Demonstrate effective budget management by ensuring a quantifiable return on investment and managing cost per acquisition measures.
6. **Representation:** Represent UniSC nationally and internationally, demonstrating high levels of intercultural competence and maintaining brand integrity.
7. **Negotiate and Manage Partnerships:** Negotiate agreements and manage the performance and compliance of a range of recruitment partners including, education agents, partner institutions, and government agencies.
8. **Leadership and Development:** Directly supervise a team of onshore staff and/or offshore consultants, ensuring effective performance against agreed metrics.
9. Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.



KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following **Selection Criteria**:

1. Possess or currently working toward, postgraduate qualifications in a relevant discipline combined with extensive relevant work experience and expertise; or an equivalent combination of relevant experience and/or education/training.
2. Proven ability to develop, implement, and evaluate regionally focussed international business development plans to meet student recruitment and revenue targets.
3. Experience in managing a high performing, highly mobile team with the ability to meet key objectives in a fast-paced, dynamic work environment.
4. Proficiency in gathering, analysing and reporting market intelligence to inform strategic decisions and identify growth opportunities.
5. Demonstrated ability to manage budgets effectively, with a focus on achieving quantifiable returns on investment.
6. Excellent stakeholder engagement, representational and relationship management skills and expertise in cross-cultural collaboration with the ability to apply initiative, judgement and influence to deliver strategic business outcomes.
7. Knowledge, professional networks and experience related to source country education systems and qualifications, relationships with high performing business partners, government agencies and scholarship bodies within Australia and in key source markets.
8. In-depth understanding of the Australian and international Higher Education sector including current issues and emerging trends in the governance and internationalisation of higher education (including ESOS and TEQSA), with proven ability to develop strategies to maximise opportunity and mitigate risks.

Desirable

1. Fluency in a language other than English and of relevance to the regions of responsibility.

Additional Requirements

It is a condition of employment for this position that:

- There may be the requirement to provide periodic evidence of immunisation against communicable diseases.
- There will be a requirement to regularly work non-standard hours.
- There may be restrictions on recreational leave during peak periods.
- There will be a requirement to undertake regular domestic and international travel.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.