

Position Title: Regional Manager, International Development (1 FTE)



Nelson Marlborough Institute of Technology
Te Whare Wānanga o Te Tau Ihu o Te Waka a Maui

Reports to: Head of International Development

Department/Team: International Development

Type: Business Support

Direct Report(s): 0

PURPOSE AND SCOPE

- Build and maintain relationships with internal and external stakeholders to achieve the primary goal of recruiting international students to NMIT from assigned geographic regions.
- Manage NMIT's new student exchange programme, which involves recruitment of NMIT students to go abroad on one semester to one-year international experiences, and involves partnership development in Japan, Europe and the USA.
- Enhance the international student diversity at NMIT through the development of international student recruitment from assigned regions including Japan, South Korea, the Philippines, and Indonesia.

PRINCIPAL ACCOUNTABILITIES

International Marketing and Student Recruitment:

- Maintain relationships with agents/partner institutes in several international markets/regions. This includes visiting these international agents/partners regularly in order to achieve NMIT's internationalisation and student recruitment goals.
- Contribute to strategy and annual plans for assigned markets, working closely with the Head of International Development and in-country representatives.
- Make recommendations for product development to meet the changing needs of assigned international markets and programmes.
- Assist as required in development of new international markets.
- Engage with students, agents and other partners, including following up promptly on enquiries and applications.
- Host visiting delegations and prospective students with the utmost professionalism.
- Conduct agent reviews per the agent management strategy.
- Have a good knowledge of NMIT's programmes and stay abreast of international education generally.
- Interact with external education networks as required for NMIT's interests.
- Work in close collaboration with other NMIT departments servicing international students to ensure the highest levels of customer experience from application through to graduation – contributing to the implementation of NMIT's customer experience strategy.

- Provide communications and project support to the Head of International Development and in collaboration with the International Development Coordinator to achieve the goals of the International Development Strategy. Assisting and leading where required to:
 - Execute communication plans across markets and channels, including: social media, events, direct marketing and newsletters.
 - Create content: graduate and student profiles, video and news items for social media.
 - Create flyers and produce website updates.

International Student Exchange Programme:

- Manage the operations of NMIT's International Student Exchange Programme.
 - Manage exchange programme marketing and the recruitment of NMIT students to study overseas with exchange partners, and assist students with the practicalities of preparing for their time abroad.
 - Maintain communication with key staff at exchange partner institutes, promoting NMIT as a destination for their students to be exchange/study abroad students.

ADDITIONAL STRATEGIC RESPONSIBILITIES

- The Regional Manager is expected to travel as part of the business development function. This could be up to four trips per year, traveling to visit agents, organisation and institutes. Trips may be up to one month in length and involve work on the weekend and in the evenings.
- This role liaises with partners in different time zones, therefore flexible working hours will be expected.
- Report regularly to the Head of International Development on performance against agreed goals and targets.
- The Regional Manager will undertake other duties as allocated by the Head of International Development or the Executive Director – Customer Experience and Excellence.

NOTE

The aforementioned Principal Accountabilities are not exhaustive they are purely designed to provide a flavour of the role and the expectations of the post holder and therefore you should fully expect additional duties to be included that are commensurate to the role and position within the Institute.

COLLABORATION

In order to ensure you are effective within this role it will be essential for you to collaborate with a diverse range of internal and external stakeholders (not exhaustive):

INTERNAL:

- Chief Executive and executive directorate members
- Executive Director – Customer Experience and Excellence
- Head of International Development
- International Development team

- International Recruitment Director
- Academic Managers
- English Language team
- Information and Enrolments Centre team
- Finance and Business Information team
- Marketing Services team
- Engagement team
- Student and Learner Support Services team
- Current and Prospective students
- SANITI

EXTERNAL:

- International education-related partners
- International student recruitment agencies
- Education New Zealand
- Immigration New Zealand
- Current and prospective partner institutions
- Other New Zealand international education providers

ORGANISATIONAL CHART



EDUCATION & TRAINING

ESSENTIAL

- ✓ Bachelor degree

DESIRABLE

- ✓ Marketing or sales qualification
- ✓ Experience studying abroad

SKILLS, KNOWLEDGE & EXPERIENCE

ESSENTIAL

- ✓ 2 years or more of relevant experience in international education.
- ✓ Demonstrated success in working to and achieving targets and budgets. Able to balance sales targets with quality assurance requirements.
- ✓ Ability to travel overseas and within New Zealand, and therefore work after-hours on weekdays and weekends.
- ✓ Excellent time management, organisational ability and a high attention to detail.
- ✓ Digital literacy – Microsoft Office, student management systems and CRM.

DESIRABLE

- ✓ Experience in marketing and student recruitment.
- ✓ Experience in the tertiary education sector.
- ✓ Familiarity with NMIT's programmes.
- ✓ Experience with international student exchange programmes.
- ✓ Experience in hosting and/or organising events.

CROSS-CULTURAL & INTERPERSONAL SKILLS

ESSENTIAL

- ✓ Self-motivated, with a passion for and dedication to the recruitment of students for international experiences.
- ✓ Strong interpersonal and diplomatic skills.

- ✓ Demonstrated collaborative working style with a strong team focus and a commitment to contributing to the International Development team and NMIT
- ✓ Ability to develop and maintain effective business relationships, both internally and externally.
- ✓ Ability to instil confidence and trust with management and external parties amid different cultural settings.
- ✓ Positive outlook and high level of resilience
- ✓ Sound communication skills – oral and written.
- ✓ Demonstrated cultural sensitivity and competency.
- ✓ Demonstrated commitment to Te Tiriti o Waitangi.
- ✓ Positive outlook and a high level of resilience.