

## NMIT JOB DESCRIPTION INTERNATIONAL RECRUITMENT DIRECTOR (1FTE ), JULY 2019

**Position title:** International Recruitment Director (1FTE)

**reports to:** Head of International Development

**Department/team:** International Development

**Type:** Business Support

**Direct Report(s):** 0

### PURPOSE AND SCOPE

The International Recruitment Director role was established to cater for the large growth in student recruitment and associated activities, and to diversify student recruitment through collaboration with education agents in a range of countries.

Provide marketing, communications, recruitment and administrative support to the International Marketing Team.

### PRINCIPAL ACCOUNTABILITIES

Provide international student recruitment support to meet annual enrolment targets.

- Track international student applications from enquiry to orientation
- Monitor trends, issues and opportunities from the enquiries database to feed into communications plans.
- Run EBS reports, follow up and feedback from agents/students, enter feedback into EBS and share information with marketing & enrolment teams.
- Assist with engaging students via relevant content from pre entry to enrolment as part of the international communications plan.
- Help with campus tours for prospective students and agents
- Provide marketing and communications and project support to the International Market Managers and the International Marketing Strategy.
- Update any good profiles or success stories which can be used for Marketing.
- Engage with International markets via Social Media

Assist with international market research

- Research new markets (ENZ | INZ newsletters) as requested
- Research existing educational products in demand (NZQA & institutions wide search and comparison of numbers/ fees/ entry requirements)

Assist in initiatives or projects to enhance the enrolled student experience

- Assist with 'student experience' projects

Coordination of agent contracts, database management, feedback and the coordination of a new 'best practice' model for our agent network

- Maintain international marketing and recruitment database and distribute newsletter and other communications.
- Send information to prospective agents and maintain records on G drive/ EBS
- Coordinate delivery of collateral to existing agents
- Provide timely feedback and process to new agent requests

### **PROJECTS AND OTHER DUTIES**

Undertake other duties as allocated by the Executive Director / Head International Development

### **PROFESSIONAL DEVELOPMENT**

Achieve annual training and development plan

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#### 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.

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#### 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):

- International Marketing Team
- Directorate of Marketing and International Development
- Information and Enrolment Centre staff
- Current and prospective students
- Directors, Programme Managers and Administrative staff across NMIT
- Finance
- Overseas and NZ based agencies
- Overseas schools, businesses and organizations
- Other parties including partners such as sub-contractor and in-country partners
- Participate in collaborative relationships between Iwi and NMIT

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ORGANISATIONAL CHART



## PERSON SPECIFICATION

### INTERNATIONAL RECRUITMENT DIRECTOR (1FTE ), JULY 2019

#### EDUCATION & TRAINING

##### ESSENTIAL

- ✓ Previous experience in an administration role with a sales and marketing focus
- ✓ Two years of marketing communications related experience

#### SKILLS, KNOWLEDGE & EXPERIENCE

##### ESSENTIAL

- ✓ The ability to use technology including digital/social media, to an intermediate level
- ✓ High level of computer literacy
- ✓ Ability to think analytically
- ✓ Proven attention to detail and accuracy
- ✓ Excellent organisational skills

##### DESIRABLE

- ✓ Experience working within a Tertiary Education provider or Government Department

#### CROSS-CULTURAL & INTERPERSONAL SKILLS

##### ESSENTIAL

- ✓ Excellent verbal and written communication skills
- ✓ Strong interpersonal and communication skills with proven experience in establishing and maintaining effective relationships
- ✓ Demonstrated commitment to Te Tiriti o Waitangi
- ✓ Strong team focus and a commitment to contributing to the international marketing and recruitment team and the organisation
- ✓ Positive outlook and high level of resilience
- ✓ Proven ability to work effectively with people from a wide range of different cultural backgrounds.

##### DESIRABLE

- ✓ International experience and an appreciation for cultural diversity and additional language skills will add value.