

Position Title: Head of International Development (1 FTE)
Reports to: Executive Director, Customer Experience and Excellence
Department/Team: International
Type: Business Support
Direct Report(s): 4

PURPOSE AND SCOPE

- The Head of International Development leads the international sales and marketing team to grow existing international markets and develop new ones as agreed.
- This role covers:
 - International sales responsibilities as well as developing and implementing a strategic plan and marketing communications programme delivered into targeted markets.
 - Managing a portfolio of strategic relationships.
 - Leading the NMIT International development .
 - Leading the NMIT student exchange programme.
 - Work closely with other NMIT teams that service international students, such as Information & Enrolments, Student Support and SANITI, and academic teams, working collaboratively to ensure international students have an excellent experience with NMIT, from recruitment through to graduation
 - Develop and manage a high performing team. Highly developed diplomacy and relationship management skills, broad cultural awareness and proven strategic thinking are key success factors for this role.

This role is pivotal in supporting the Executive Team to deliver on NMITs' primary objectives.

As a strategic manager, you will be expected to demonstrate the Institutes' values through leading by example and ensuring that the demonstration of our core values is the day-to-day priority of all staff. We expect you to deliver quality outputs, experience, leadership and assurance.

PRINCIPAL ACCOUNTABILITIES

FUNCTIONAL RELATIONSHIPS

INTERNAL

- Executive Director - Customer Experience and Excellence

- Chief Executive and Executive Team
- Curriculum Directors and Curriculum Managers
- Information & Enrolments Centre team
- Finance team
- Marketing services team
- Customer Success team
- Learner Services team
- SANITI

EXTERNAL

- International institutional partners and other education-related partners
- China Programme partner institutes
- Local secondary schools (especially international deans)
- International student recruitment agencies
- Education New Zealand
- NZ Immigration Service
- Other ITP International Managers

You will be expected to take part in and in some cases, take full responsibility for the design and implementation of cross-Institute initiatives (to be agreed). Cross-Institute initiatives can and may include the following examples:

- Internal Reviews
- Internationalisation
- Project management

KEY RESPONSIBILITIES

- Maintain key partnerships with international agencies, institutions and others as appropriate.
- Develop a marketing, communications and relationship management strategy for targeted international markets, to grow international networks and meet organisation-wide recruitment targets.
- Overall responsibility for NMIT's partner database, ensuring it is maintained, up to date and used effectively for marketing.
- Manage the implementation and monitor the effectiveness of the agent management policy and procedures, and make recommendations for changes/improvements.
- Ensure marketing collateral is on-brand and appropriate for the needs of the market/s.
- Manage the collaboration with other departments servicing international students - contributing to the implementation of NMIT's customer experience strategy.
- Contribute to product development to meet changing needs of international student markets.
- Lead the development of agreed new international markets. Prepare and present business development proposals, concept briefs and project plans as appropriate, and manage implementation of approved developments.
- Have a good knowledge of NMIT's programmes, stay abreast of international education generally and contribute to developments at a strategic level.

- Define and oversee the marketing research needs required to inform our international marketing strategy.
- Manage the international development operational budget.
- Interact externally with education networks as appropriate for NMIT's interests.

OTHER EXPECTATIONS:

- The Head of International Development is expected to travel as part of the business development function. This would be approximately 3-4 trips per year traveling to visit agents, organisations and institutes.
- Be accountable for how NMIT's activities meet the Code of Practice for Pastoral Care of International Students, in particular, the oversight for marketing and recruitment.
- Report regularly to the Executive Director - Customer Experience and Excellence regarding the international development team's performance against agreed strategies and targets.
- The Head of International Development will undertake other duties as allocated by 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.

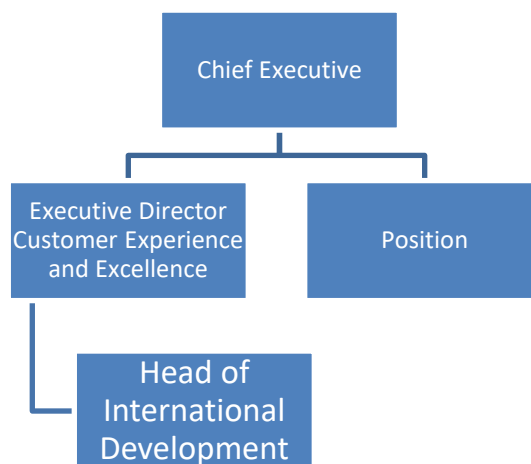
COLLABORATION

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).

- Chief Executive
- Executive Team
- Institute leadership and their teams:
 - Learner Services – accessing personalised levels of specialist support including counselling services to maximise learner success and wellbeing.
 - Marketing and Customer Success – support around programme development, positioning, graduation and similar events etc.
 - Resources – management of facilities, development of eCampus, IT support.
 - Finance, Compliance and Business Intelligence and teams – review and action where appropriate around financial and budget performance. Support on business improvement including LEAN.
 - Māori Education and team – support, advice and guidance on the implementation and embedding of Te Ara Wai strategy and sharing best practice. Driving participation and achievement of Māori and Pasifika learners.
 - Manager of People and Organisation Development and team – guidance and support for a range of people related activities, processes and procedures e.g. recruitment & selection, professional development, performance and conflict management, culture and engagement, payroll and contracts etc.

- Learners and SANITI – listening to and responding to learner voice and feedback. Involving learners in curriculum planning and design etc.
- Industry – meeting with industry experts for example Industry Training Organisations and Private Training Organisations as well as employers enabling you to respond to sectoral needs and wants making NMIT the choice supplier of training, education and of course graduates.
- Ngā Iwi o Te Tau Ihu o Te Waka ā Maui and the wider Māori Community.
- A range of government agencies including NZQA, Ministry of Education, TEC, NZITP etc.
- ITP/TANZ and other Academic Managers (locally, nationally and globally) – support personal development as well as the development of new practices by sharing good practice and adopting innovative, effective and efficient approaches to the work you do.
- Other parties including partners such as sub-contractor and in-country partners (China etc.).

ORGANISATIONAL CHART



EDUCATION & TRAINING

ESSENTIAL

- ✓ Relevant Bachelor or Post Graduate Qualification or experience
- ✓ Substantial experience and success managing an international sales and marketing team, with proven success in a number of different markets, preferably in the education sector.
- ✓ Exceptional people and relationship management capability, diplomacy and communication skills (verbal and non-verbal).
- ✓ High level of business acumen and ability to think and act strategically
- ✓ High level of personal integrity
- ✓ Ability to balance sales targets with quality assurance requirements
- ✓ Ability to build brand/reputation
- ✓ Understanding of tertiary education
- ✓ Ability to travel overseas and within NZ and therefore work after hours, week days and weekends.
- ✓ Commitment to NMIT's Te Tiriti o Waitangi policy.
- ✓ Digital literacy - Microsoft Office, Student Management System, CRM.

DESIRABLE

SKILLS, KNOWLEDGE & EXPERIENCE

ESSENTIAL

- ✓ Experience working within a Tertiary Education provider or Government Department
- ✓ Relevant legislative knowledge and understanding of the Education Code of Pastoral Care
- ✓ Extensive experience working with national and international tertiary education organisations
- ✓ High level of computer literacy
- ✓ Ability to think analytically
- ✓ Commercial acumen

DESIRABLE

- ✓ Full drivers licence
- ✓ Member of relevant professional organisations

CROSS-CULTURAL & INTERPERSONAL SKILLS

ESSENTIAL

- ✓ Ability to provide solid advice and leadership, including line and budget management
- ✓ Strong interpersonal and communication skills with proven experience in establishing and maintaining effective relationships
- ✓ Ability to effectively influence others to achieve specific outcomes
- ✓ Demonstrated commitment to Te Tiriti o Waitangi
- ✓ Team player with strong planning and organisational skills
- ✓ Positive outlook and high level of resilience

DESIRABLE

- ✓ To be assessed from the initial application, documentary evidence, interview and references.