POSITION DESCRIPTION

TITLE OF POSITION Regional Manager	SERVICE AREA AUT International	
REPORTS TO Recruitment Manager (Agent Partnerships)	LAST REVIEWED December 2019	SALARY BAND D

PURPOSE

AUT International is currently within the portfolio of the PVC Research, Enterprise and International. There are various parts of AUT International as a whole; however, their physical locations may vary. AUT International performs a crucial role in developing the university's international profile, building international relations, and ensuring the effective delivery of the university's international student recruitment targets. To achieve these goals, AUT International has to work in a collaborative way across various parts of the university. For this reason, it is essential that all positions within AUT International work very closely with AUT Brand and Marketing, the Faculties, and Student Services to deliver on the international strategy (International Roadmap) and the International Recruitment Plan.

The Regional Consultant provides support for "business to business" relationships with key education agencies, agents, schools and other institutions in the region and plays a leading part in the development and coordination of regional marketing and recruitment plans.

The purpose of this position is to provide expertise and analytics of regional markets, providing knowledge of local culture, government and education system, market insights and opportunities and key stakeholders. It works closely with the Director of Regional Strategy team.

The role offers the necessary support to Agents in the relevant portfolio. The regional Portfolios varies as required. Any specifics to a role can be attached as Schedule A.

KEY RELATIONSHIPS

External
Agents
Prospective international students
Education New Zealand
Immigration New Zealand
International education agents in New Zealand and overseas
University partner institutions
Government agencies both in New Zealand and overseas
Government sponsoring agencies
Other relevant stakeholders
Government sponsored students

Internal

Brand and Marketing
Marketing Managers
AUT Staff
Other areas of the University

KEY ACCOUNTABILITIES

RESPONSIBILITY	EXPECTED OUTCOMES
Contribution to Marketing Plan - Strategy, Planning and Development	▪ Contribute to the design and implement innovative and sustainable business strategies to achieve student recruitment across English language, Pathway, Undergraduate,

RESPONSIBILITY	EXPECTED OUTCOMES
.	Postgraduate and Government sponsored programmes via Agents ▪ Act as an internal AUT recruitment expert on assigned regions making key recommendations to relevant colleagues on admissions requirements, qualifications equivalencies, recruitment channels institutional partners ▪ Provide Cultural knowledge and awareness of the region ▪ Collate and share Market insights, trends and opportunities to deliver on the recruitment plan ▪ Advanced knowledge of the region's education admission criteria and equivalencies ▪ Forms key relationships with regional agencies, agents and other institutions of the region ▪ Contribute towards the regional Marketing Plan and continuous validation of trends and changes
Support recruitment initiatives	▪ Provide key partners with relevant information about the region and the University ▪ Produce, analyse and communicate data relating to key recruitment channels including intelligence on markets, pathways and competitors. ▪ Host incoming visitors to the university and develop suitable itineraries in close liaison with faculties and central units
Relationship Management and Business Development	▪ Liaise with key stakeholders and partners ▪ Ensure ongoing collaboration and consultation with key international stakeholders in partnership with Marketing Managers and Brand and Marketing om a knowledgeable, responsive and professional manner.
Agent Relationships	▪ Effective agent relationships ▪ Timely and appropriate responses to all agents ▪ Liaison with agents to ensure Agent satisfaction in each region for Agents and AUT

RESPONSIBILITY	EXPECTED OUTCOMES
	▪ Support Agents with a knowledge base of information about NZ and the NZ education system
AUT International Specific AUT International works across a range of international regions and cultures and requires all employees to actively develop their cultural understanding and sensitivity to further AUT's progress in the development of its international profile, its international relationships, and to meet the requirements of international students.	
Behaviour delivering on AUT Values – Tika, Pono Aroha Integrity, Respect, and Compassion to support Achievement Active contribution to the general philosophy and spirit reflected in AUT policies, procedures, and guidelines.	▪ Team performance and the achievement of departmental, team and organisational goals and objectives are actively supported ▪ A mindful focus on equity and diversity is maintained and reflected across all areas of work practice ▪ Knowledge and skills are developed and maintained ▪ Compliance with AUT policy and procedures along with an active contribution to continuous improvement
Health & Safety Active contribution to a safe and healthy work environment and compliance with all associated policy and legislation.	▪ AUT health and safety policies and procedures are understood and followed ▪ Identified hazards are efficiently isolated, addressed and reported ▪ Participation in health and safety audits of work is proactive ▪ An understanding of emergency and evacuation procedures demonstrated

This document covers the full results expected from the position and will form the basis of specific objectives to be agreed and reviewed regularly.

ORGANISATIONAL CONTEXT
As per Delegated Authorities

Roles reporting directly to the Vice Chancellor; Deputy Vice-Chancellor, Deans, Assistant Vice Chancellors, Pro-Vice-Chancellors	Tier 1
Senior Managers, including Deputy and Associate Deans, Heads of Schools, Group Directors, Directors	Tier 2
Managers including Directors, School Managers, Directors of Institutes/Research Centres	Tier 3
This Role	Tier 5

Description

This role forms part of a matrix model working closely with Brand and Marketing, Faculties and Student Services and Administration.

COMPLEXITY

The role of the International Division is to enhance the reputation and profile of the University internationally; build relationships with strategic partners overseas; and create opportunities to increase revenue whether through the recruitment of international students, revenue growth activities (RGA) activities or research contracts.

Requires depth of expertise developed through extensive relevant experience and application in the region. Planning and decision making involves the integration of a range of university policies and external requirements. A regional consultant is required to achieve objectives operating within complex organisational structures and resource limitations. Skills of innovation, initiative and judgement are required.

The role requires a high degree of independent decision making as well as collaborative decision making in consultation with others, including Faculty Marketing Managers.

AUTHORITIES

Delegations/Contractual

The role has the authority to enter into agreements or contracts on behalf of the organisation under the supervision and approval of the Recruitment Manager.

Staff

Nil

Financial

Nil

PERSON SPECIFICATION

MANDATORY	DESIRABLE
FORMAL QUALIFICATIONS	
▪ Tertiary qualification	
KNOWLEDGE & EXPERIENCE	
▪ Experience working in the International Office or similar environment ▪ Experience of building and managing relationships with government and private sector recruitment organisations and agents ▪ Experience of living or studying abroad and an understanding of different cultures ▪ A sound understanding of the education environment in countries of responsibility ▪ Experience of delivering quality client service ▪ Knowledge of higher education admissions processes and systems ▪ Demonstrated experience and success in international student recruitment and marketing of educational services ▪ Knowledge and practice in the principles of equity and diversity	▪ Extensive experience working in the education sector with international students. ▪ Extensive knowledge of AUT and what AUT can offer to deliver Great Graduates and support our graduates. ▪ The incumbent is required to hold a valid passport that can be used across the applicable region without limitations.
SKILLS	
▪ Well-developed interpersonal skills and the ability to advise and influence others and work across a multi-cultural context ▪ Excellent written and oral communication skills, in particular writing in English, working with the public and the ability to convey complex issues concisely and clearly ▪ Excellent organisational skills, including the ability to organise events if required ▪ High level of IT literacy, including desktop applications – MS software, databases and an understanding of digital communication ▪ Self-management skills (organisation and time management) ▪ Ability to work well within a team ▪ Strong analytical skills to provide proactive solutions to agents, students and the public ▪ Crisis management skills ▪ Strong intercultural skills ▪ Ability to maintain confidentiality ▪ Ability to establish rapport with international visitors and students ▪ Ability to provide advisory services	• Proficiency in one or more foreign languages
ATTRIBUTES	
▪ Cross-cultural competence ▪ Willingness to travel and to work across time zones (ability to travel alone) ▪ Flexible approach to working patterns which could include a commitment to overseas travel and working outside office hours when necessary	

▪ Capacity to work as a team member across broad networks ▪ Ability to work flexibly under conditions of resource constraint and to manage the uncertainty associated with a dynamic environment ▪ Thinks strategically and creatively but be operationally effective with attention to detail	