



## Position Description

<b>Position Title:</b> Regional Director North Asia and Oceania	<b>Classification:</b> Bond Level 7.2
<b>Faculty/School/Office:</b> Office of Future Students/Bond International	<b>Date Position Classified/Updated:</b> July 2024

### Purpose of the Position:

The Regional Director contributes to Bond's overall international recruitment and market development goals, particularly across the University's priority and growth markets and across all recruitment channels. The position manages a portfolio of international student recruitment growth markets and activities, in addition to leading a team of on and off-campus recruitment professionals to represent Bond and recruit high quality international students to the University.

The position forms part of Bond's international management team, providing regular market intelligence and expertise around strategic growth opportunities and outcomes to the Director International and Vice President Future Students.

Under broad direction of the Director, International, the incumbent will:

- Contribute to strategic planning and business development to support the University's internationalisation goals, through research and viability of new and emerging market opportunities for Bond.
- Provide expert advice, business intelligence and detailed analysis to senior management to inform Bond's international strategic direction.
- Lead cohort recruitment growth initiatives in onshore and offshore markets of responsibility, through a focus on pathways and partnerships activation.
- Use data and insights to devise market-informed, audience-focused activations that drive and influence brand building to meet KPI's.
- Develop relevant market strategies and plans, identifying opportunities that support quality genuine student recruitment, sustainable growth and diversification of the international student cohort.
- Lead and motivate a team of regionally based recruitment professionals to recruit high quality international students to diverse courses and pathways.
- Develop and nurture new institutional partnerships and pathways to achieve successful cohort recruitment.
- Lead and manage priority international student recruitment initiatives across the International business unit, ensuring ROI.
- Establish and maintain strong working relationships both internal to Bond and externally that support Bond's strategic objectives and enhance Bond's brand internationally, enabling growth.

Additional duties include responsibility for managing team operations, budgets, compliance and performance effectively.

Market priorities will be determined by the Director, International and are subject to change over time. Travel will be required, together with weekend work and work outside of standard business hours.

### Reporting Relationship:

This position reports to the Director International and is responsible for a range of onshore and offshore recruitment professionals.



### Selection Criteria:

- Postgraduate qualification, preferably in business, marketing, or another relevant discipline plus experience at a mid-senior level position.
- Expert market knowledge and experience with an existing professional network.
- Proven recruitment growth through developing, nurturing and activating institutional pathway and partnerships, leading to cohort enrolments.
- Successful track record in student recruitment sales and marketing of educational services, as well as in leading, managing, and developing a high performing sales team to achieve outcomes and to meet and exceed targets.
- Demonstrated high-level analytical skills, including experience analysing complex data and viability of business opportunities and making strategic recommendations to senior leadership to enable growth.
- Knowledge of the Australian and international higher education sector and its regulatory framework.
- Proven ability to build effective working relationships, negotiate and deliver outcomes with a range of stakeholders (internal and external) from diverse backgrounds.
- Proven high level of effective interpersonal skills (both written and verbal) including exceptional public /promotional speaking and presentation skills.
- Demonstrated ability to exercise initiative, make sound judgements and act independently in an external high-pressure environment.

### Desirable Criteria:

- Language fluency across the market portfolio.

Competency	Responsibility
<b>Strategy and Leadership</b>	<ul style="list-style-type: none"> <li>• Develop an annual strategic plan for markets of responsibility, including annual budget and activation plan, for approval by Vice President Future Students and Director International.</li> <li>• Provide high-level strategic analysis of competition, trends, and opportunities in international markets and regularly report insights to Director, International and Vice President Future Students.</li> <li>• Actively contribute to the overall strategy and direction of the Bond International team through research and analysis of new and emerging opportunities.</li> <li>• Develop market specific recruitment strategies, regularly monitoring and reviewing performance and return on investment.</li> <li>• Lead stakeholder engagement with education agencies, partner institutions, and relevant local and international government and/or scholarship agencies.</li> <li>• Drive partnership and pathway cohort recruitment initiatives across markets of responsibility, working in close collaboration with all relevant internal departments, particularly the OFS Partnerships team.</li> <li>• Implementation of compliance and quality assurance management of Bond's education agent network within markets of responsibility.</li> </ul>
<b>Sales, Marketing and Conversion</b>	<ul style="list-style-type: none"> <li>• Accountability for delivering targeted recruitment strategies in markets of responsibility resulting in a high-quality student pipeline.</li> <li>• Responsible for promoting Bond USPs in market and developing recruitment and growth opportunities across all programs and relevant source channels.</li> <li>• Ensure key international student recruitment channels, including agents, schools, articulation institutions, sponsors, and direct are effectively managed and supported, deliver desired outcomes, are compliant, and their relationship with Bond remain positive.</li> <li>• Work closely with Bond's Conversion Team to develop strong communication and engagement activities that optimise lead to enrolment conversion and reflect the Bond difference.</li> <li>• Diversify recruitment channels while implementing innovative recruitment activities to introduce and nurture prospective students to Bond.</li> <li>• Identify, recommend and activate new institutional partnerships to build pathways leading to cohort recruitment growth.</li> <li>• Utilise Bond's CRM to effectively manage and record student and partner relationships and communication.</li> <li>• Deliver regular training around Bond products, USP's and admissions processes to key stakeholders.</li> <li>• Lead priority student recruitment activations across the Bond International business unit.</li> <li>• Foster a collaborative and productive working relationship across Bond business units to meet strategic outcomes.</li> <li>• Build awareness, provide training and support and create loyalty across Bond partners and recruitment channels.</li> <li>• Engage and support academic staff for recruitment activations in overseas recruitment activities as required.</li> <li>• International and domestic travel as required to gain market updates, insights, and engage with the market directly to meet strategic objectives.</li> </ul>
<b>Market Research</b>	<ul style="list-style-type: none"> <li>• Undertake environmental scanning and market research to identify and respond to market changes and new opportunities.</li> <li>• Assess competitor strategies and activity, and make recommendations as required to ensure Bond's continued competitiveness.</li> </ul>

	<ul style="list-style-type: none"> <li>• Supply periodic reports to Director, International including evaluating ROI on tactical recruitment initiatives and providing recommendations for additional recruitment opportunities.</li> <li>• Maintain a clear understanding of the performance of each market segment against Bond targets and national performance.</li> <li>• Research and recommend enhanced international marketing strategies and policies and remain updated on sector best practices.</li> </ul>
<b>Management</b>	<ul style="list-style-type: none"> <li>• Lead, manage and nurture a team of regional international recruitment professionals to achieve recruitment targets and outcomes within their markets of responsibility.</li> <li>• Build a strong team culture across a geographically dispersed team, embedding Bond values and behaviours.</li> <li>• Provide ongoing input and improvement into supporting processes and operations.</li> <li>• Plan and allocate staff resources, developing, coaching, and mentoring and managing performance to deliver agreed KPIs, strategic outcomes, and ensure continuous improvement.</li> <li>• Develop and manage a budget that reflects priorities, supports activities, and delivers outcomes.</li> <li>• Ensure operations and expenditure are executed within agreed parameters, are cost-effective and offer return on investment.</li> </ul>
<b>Administration</b>	<ul style="list-style-type: none"> <li>• Prepare travel proposals, book individual travel and acquit travel expenses (supporting other travels where required).</li> <li>• Analyse spend on activations and return on investment in line with market performance.</li> <li>• Review and monitor agent and partner performance.</li> <li>• Completion of finance acquittals and relevant administration of team members</li> </ul>
<b>Understanding of Quality Assurance</b>	<ul style="list-style-type: none"> <li>• Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University.</li> <li>• Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, university policy and to our quality assurance processes.</li> </ul>
<b>Understanding of Cultural Sensitivity</b>	<ul style="list-style-type: none"> <li>• Staff will come into contact with staff and students from a variety of cultural backgrounds. It is expected that mutual respect, cultural awareness and cultural sensitivity will form the basis of the professional working relationship.</li> <li>• Staff are encouraged to attend a cultural sensitivity workshop to further enhance and develop cultural awareness and cultural sensitivity skills.</li> </ul>
<b>Understanding of WHS Responsibilities</b>	<ul style="list-style-type: none"> <li>• Maintain a safe workplace and follow safety directions and internal controls. Alert your Manager of WHS risks and be vigilant in observing safe practices. Understand WHS requirements in your work area.</li> <li>• All managers of staff are required to conduct risk assessments and implement controls accordingly as well as action safety audit results within the directed time frame.</li> <li>• Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).</li> </ul>

Note - the successful applicant will be required to produce a certified copy of their highest qualification received prior to commencement of duty.

It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at Bond University. You may at times be required to work at other tasks and areas as directed by the Management.