

## Position description

<b>Position title:</b> International Regional Manager	<b>Classification level:</b> Level 6
<b>School/office:</b> Office of Future Students/ Bond International	<b>Date position classified/updated:</b> Sept 2023

### **Purpose of the position:**

The purpose of the position is to develop and implement the university's international student recruitment strategy. Under broad direction of the Regional Director, the successful candidate will:

- Develop relevant market recruitment strategies, identify opportunities that will aid with the growth and diversification of the international student population at Bond University while meeting and exceeding University targets.
- Credibly represent and promote Bond to the region, including effectively marketing the University's key offerings to prospective students while providing expert and up-to-date knowledge of market trends, insights, and competitor activity.
- Develop new institutional and industry partnerships and pathways to achieve successful cohort recruitment.
- Develop and nurture a range of internal and external relationships with faculties and other support areas in Bond as well as with schools, education institutions, agents, government, industry, alumni and other stakeholders to optimise the recruitment performance from the designated markets.
- Raise brand awareness and direct customer preference in the designated markets, while increasing market share.
- Contribute to the ongoing data-driven planning process, business development and evaluation of the university's international marketing and student recruitment activities against KPI's.

Additional duties include assisting applicants with the application, offer and enrolment process; developing and implementing an annual tactical plan including remote recruitment activities; supporting digital recruitment activations; managing student and partner relationships using CRM technology tools; and managing a budget for the respective region/s.

Markets of responsibility may change and will be determined by the Director, International

as per business requirements. Travel will be required, together with weekend work and out of standard business hours.

**Reporting relationship:**

This position reports to the



**Selection criteria:**

- A tertiary qualification, preferably in business, marketing, public relations or communications, plus at least five years professional experience.
- Demonstrated experience and success in student recruitment sales and marketing of educational services to support meeting and exceeding targets.
- Proven partnership success through development of institutional and other partnerships and pathways resulting in growth of partnership cohorts.
- Demonstrated ability in using data and market research to develop and implement strategic business plans which result in achieving key performance indicators.
- Proven ability to build effective working relationships, negotiate and deliver outcomes with a range of stakeholders (internal and external) from diverse backgrounds.
- Demonstrated knowledge of the Australian and international higher education sector and its regulatory framework and admissions procedures, including an awareness of current issues and trends in the context of student recruitment.
- Strong and effective interpersonal skills (both written and verbal) including

<p>exceptional public /promotional speaking and presentation skills.</p> <ul style="list-style-type: none"> <li>• Demonstrated ability to exercise initiative, make sound judgements and act independently in an external high-pressure environment.</li> <li>• Strong commitment to customer service excellence.</li> </ul>
<p><b>Desirable attributes:</b></p> <ul style="list-style-type: none"> <li>• Familiarity with Bond University USP's and degrees of demand in the relevant market of responsibility.</li> <li>• Fluent in languages relevant to the region or country specified in the job advertisement.</li> </ul>

<b>Competency:</b>	<b>Responsibility:</b>	<b>Performance indicators:</b>
<b>Strategic Planning</b>	<ul style="list-style-type: none"> <li>• Development market specific recruitment strategies and plans in consultation with the international management team and monitor and review performance against this plan on a regular basis.</li> <li>• Plan and manage a designated market budget.</li> <li>• Develop and maintain country strategies and action plans with key market intelligence for respective regions of responsibility.</li> <li>• Generate performance data, prepare evaluation reports and make recommendations on the outcomes of recruitment activities, plans, school / partner performance.</li> </ul>	<p>Development of market level strategic plans.</p> <p>Meet or exceed market and channel targets.</p> <p>Ensure that expenditure does not exceed budget for designated market/s.</p>
<b>Sales and Marketing</b>	<ul style="list-style-type: none"> <li>• Develop relationships ensuring that regular and relevant communication.</li> </ul>	<p>Target attainment.</p> <p>Application growth through:</p> <ul style="list-style-type: none"> <li>• Offer</li> </ul>

	<ul style="list-style-type: none"> <li>• Identify opportunities, provide recommendations and develop new partnerships with schools, institutions and industry.</li> <li>• Lead proactive off-campus international recruitment events, including but not limited to presentations and networking with students, guidance counsellors, school officials, parents, alumni, institutions and agents.</li> <li>• Develop and deliver online recruitment activations to key audiences.</li> <li>• Effectively promote Bond University offerings to students and business partners, maximising opportunity through effective recruitment channels and implementation of effective conversion activities.</li> <li>• Diversify recruitment channels while implementing innovative recruitment activities to introduce and nurture prospective students to Bond.</li> <li>• As the face of Bond in the market, deliver a strong value proposition on the Bond difference.</li> <li>• Proactively investigate and facilitate faculty initiatives and outreach activities that support the university's international strategic objectives.</li> <li>• Liaise and maintain strong relationships with Bond Faculty staff, schools, agents, institutions, alumni, industry and government, to facilitate provision of services</li> </ul>	<ul style="list-style-type: none"> <li>• Enrolment growth from a variety of recruitment channels (direct, schools, institutions, agents, etc).</li> <li>• Effective capture and follow-up of enquiries</li> <li>• Introduction of new recruiting strategies.</li> </ul> <p>Improved conversion rates of enquiries to enrolment.</p> <p>Widening of audience via online/virtual activations</p> <p>Increase in brand awareness and market share.</p> <p>Respond to stakeholder enquiries within 24 hours.</p> <p>Positive and effective relationships with students and stakeholders.</p>
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	<p>and support.</p> <ul style="list-style-type: none"> <li>• Travel on recurring basis to sustain partner/channel relationships and engage with the direct student pipeline.</li> <li>• Activate a remote recruitment strategy to support engagement with the pipeline and activation of effective touchpoints.</li> <li>• Provide advice on timing and messaging to support digital recruitment activations.</li> <li>• Ensure successful counselling of student pipeline including offer holding students to accept their offer and move seamlessly through to enrolment.</li> </ul>	
<b>Market Research</b>	<ul style="list-style-type: none"> <li>• Assess competitor strategies and advise the international leadership team accordingly. Maintain an up-to-date knowledge of target markets and relevant demographics.</li> <li>• Supply periodic reports to Regional Director 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 in the designated market.</li> <li>• Research and recommend enhanced international marketing strategies and policies and keeps current with respect to best</li> </ul>	<p>Strategic country plans with response to market changes.</p> <p>Target attainment.</p>

	<p>practices.</p> <ul style="list-style-type: none"> <li>• Maintain awareness of trends in international recruitment, international educational systems and admission requirements, significant developments that impact the marketing of the university to international audiences, and the international marketing and recruitment practices of Bond University competitors.</li> </ul>	
<b>Admissions Processes</b>	<ul style="list-style-type: none"> <li>• Provide accurate admissions advice to prospective international students and manage student application and enrolment to Bond University.</li> <li>• Develop and nurture relationships with the Admissions Team and Office of Future Students to support the effective delivery of admissions services to prospective students'.</li> <li>• Assist with directing visa enquiries through the appropriate channels.</li> <li>• Ensure effective customer service levels through the use and adoption of the Customer Relationship Management (CRM) system in all aspects of the position.</li> <li>• Provide training materials and support where necessary to agents and business partners on university admissions process changes or updates</li> </ul>	<p>Target attainment.</p> <p>Demonstrated competency, accuracy and adoption of CRM for internal and external communications</p>
<b>Administration</b>	<ul style="list-style-type: none"> <li>• Recruitment activations (including travel) planned with minimal</li> </ul>	<p>Itinerary confirmed no less than two weeks prior to</p>

	<p>supervision.</p> <ul style="list-style-type: none"> <li>• Assist in the preparation of recruitment activations for faculty staff members.</li> <li>• Analysis of data to inform proposal of new recruitment activations.</li> <li>• Strategically develop and nurture the partnership network in designated markets and contribute to partner performance reviews.</li> </ul>	<p>departure.</p> <p>Trip report submitted within two weeks of activations.</p> <p>All travel acquittals finalised within two weeks of travel.</p> <p>Growth in student numbers and brand recognition through partnership development</p>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Assist members of the University's Senior Management when visiting the region.</li> <li>• Support Bond university academics with engagement in the market.</li> <li>• Proactively share knowledge so that team members can incorporate new information and techniques into their initiatives.</li> <li>• Other duties as prescribed by Director, International and the University, as a whole, from time to time.</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</b>	<ul style="list-style-type: none"> <li>• Staff will come into contact with staff and students from a variety</li> </ul>	

<b>Sensitivity</b>	<p>of cultural backgrounds. It is expected that mutual respect, cultural awareness and cultural sensitivity will form the basis of the professional working relationship.</p> <ul style="list-style-type: none"> <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.