



Position Description

Position Title: International Regional Coordinator	Classification: Bond 4
Office: Bond International	Date Position Updated: March 2025

Purpose of the Position:

The Office of Future Students at Bond University has a clear vision to raise the University's global reputation as a premium institution with a distinct value proposition, to generate growth opportunities and to encourage more students to consider, engage with, and ultimately choose to study at Bond University.

The International Regional Coordinator is responsible for promoting Bond University to students and business partners in designated regions. The role will assist with strategy implementation and will undertake recruitment activities and processes that support the achievement of university recruitment targets. Key responsibilities include;

- To support the implementation of the university's international student recruitment activities in designated markets/regions as well as identify opportunities that will aid with the growth and diversification of the international student population at Bond University.
- To assist in recruiting students for Bond University courses from the designated markets/regions, as well as assisting prospective students throughout the student journey from enquiry to enrolment.
- To effectively maintain relationships with partners including education agents, institutions, schools, government and alumni to optimise the recruitment performance from the designated markets.
- To raise brand awareness and direct customer preference in the designated markets.

Additional duties include: to maintain and nurture relationships with potential key feeder schools; assist with visits and events on- and off-campus; liaise with current students and student associations for the designated markets/regions, and work in conjunction with other recruitment staff and Bond representatives elsewhere.

This role may require some travel and flexibility of working hours.

Reporting Relationship:

The incumbent will report directly to and work closely the Regional Director, North Asia and Oceania for the designated markets/regions. The role will also maintain close working relationships with International Recruitment and other Office of Future Students staff.

**Selection Criteria:****Qualifications**

- Tertiary qualification, preferably in business, marketing, or a related field.

Experience

- Demonstrated experience and success in a sales-related role.
- Proven ability to meet and exceed targets.
- Demonstrated experience of building strong relationships with both internal and external stakeholders.

Skills

- Strong and effective interpersonal skills (both written and verbal) including excellent public speaking/presentation skills.
- Strong administrative and problem-solving skills.

Attributes

- Proven team player with ability to work in a cross-cultural team.
- Strong commitment to client service ethos.
- Ability to work independently and apply initiative when required
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Desirable Criteria:**Experience**

- Experience working in international education and preferably in a student recruitment or client-facing sales role.

Knowledge

- Understanding of the international and tertiary education sector and its regulatory framework, including ESOS and Department of Home Affairs (DHA) requirements, agent and institutional networks and market trends.
- An understanding of tertiary admissions procedures.
- The ability to speak a second language relevant to the regions of responsibility

Competency	Responsibility
Planning	<ul style="list-style-type: none">• Provide input into marketing and recruitment strategies and plans in consultation with the relevant International Regional Manager and Director, International.• Monitor outcomes of recruitment activities, plans and agent performance.

	<ul style="list-style-type: none"> • Ensure each event or activity of responsibility is undertaken within approved budget.
Sales and Marketing	<ul style="list-style-type: none"> • Undertake a broad range of initiatives and activities to support the recruitment of students from the designated markets/regions, including personal engagement with prospective students. • Ensure the successful counselling of offer holding students to accept their offer and move seamlessly through to enrolment through personalised contact. • Ensure regular communication with students/agents/representatives occurs, along with support in the form of provision of materials and training. • Assist with the coordination of recruitment events/activities on- and off-campus, and organise materials and displays as required. • Represent and promote the university at education fairs, international schools and other educational institutions. • Deliver presentations on Bond to a broad range of audiences including prospective students, and prospective and existing agents. • Assist in identifying new partnerships, articulations and joint degree opportunities with suitable education institutions. • Promote in-country scholarship and bursary programs through multiple channels including agents, schools and institutions. Provide input where necessary to decisions regarding allocation of scholarships to specific students. • Liaise and maintain strong relationships with Bond staff, Agents, Partner Institutions and Australian government agencies, both onshore and offshore, to facilitate provision of services and support
Market Research	<ul style="list-style-type: none"> • Monitor competitor activity and provide regular feedback to the relevant International Regional Manager and Director, International. Maintain an up-to-date knowledge of target markets and relevant demographics. • Supply periodic reports to the relevant International Regional Manager and Director, International evaluating outcomes of tactical recruitment initiatives. • Maintain up to date knowledge of ESOS and DHA requirements for international students.
Admissions Processes	<ul style="list-style-type: none"> • Provide accurate admissions advice to prospective international students and manage student enquiry, application and enrolment to Bond University. • Develop and nurture relationships with the Admissions Office and Office of Future Students to support the effective and timely delivery of admissions services to prospective students. • Assist with directing visa enquiries through the appropriate channels. • Provide training materials and support where necessary to agents and business partners on university admissions processes, GTE and any changes or updates.
Administration	<ul style="list-style-type: none"> • Travel planned in conjunction with relevant International Regional Manager and Director, International. Itinerary confirmed and submitted to supervisor at least four weeks prior to departure, and trip report submitted within two weeks of returning. • Provide updates to the International Regional Manager on new and existing partner agreements and their performance. • Ensure effective customer service levels through the use and adoption of the Customer Relationship Management (CRM) system in all aspects of the position
Other	<ul style="list-style-type: none"> • Other duties as prescribed by the Director, International and the University as a whole, from time to time.

Understanding of Quality Assurance	<ul style="list-style-type: none"> • Work with the wider admissions team to ensure SSVF risk management through identification of genuine and non-genuine candidates. • Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University. • Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, university policy and to our quality assurance processes.
Understanding of Cultural Sensitivity	<ul style="list-style-type: none"> • 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. • Staff are encouraged to attend a cultural sensitivity workshop to further enhance and develop cultural awareness and cultural sensitivity skills.
Understanding of WHS Responsibilities	<ul style="list-style-type: none"> • 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. • 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. • Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).

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.