



Job description

Recruitment Manager (Karachi)

December 2021

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

INTO University Partnerships is an independent organisation committed to expanding higher education and career opportunities for students across the globe.

We believe in the power of education to transform lives. We believe that movement of students leads to movement of ideas, which in turn creates better and more successful societies.

We connect students seeking quality international education with leading universities worldwide aspiring to widen their global reach and impact. Achieving the best learning experience and career prospects for students is central to our mission.

Since our inception in 2005, INTO has pioneered innovation in international education and created groundbreaking partnerships with 30 universities in the US and UK. We have so far helped more than 130,000 students from 190 countries realise their dream of achieving a degree from a world-class university. We also equip students to get a head start in building a career. We do this by offering exceptional academic and employability skills programmes.

We are active in over 120 countries and provide unrivalled personalised service to international students with more than 1,500 experienced staff worldwide and a global network of 2,000 recruitment partners.

Our websites have details of how we are organised and our outstanding achievements so far:

www.intostudy.com

www.intofuture.com

www.intoglobal.com

www.into-giving.com

Role context

Based in the Karachi, the Recruitment Manager will oversee all recruitment and marketing activities across Pakistan. In addition, and in collaboration with the Line Manager / Regional Director, this role will also work to develop and implement strategies to increase international student recruitment across Pakistan.

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Reporting line

This position reports to the Assistant Recruitment Director, South Asia.

Key accountabilities and duties

The following tasks provide a general overview of the types of activity the successful applicant will be expected to engage in on a day-to-day basis. The tasks are not intended to be an exhaustive list of responsibilities as the nature of our business requires all employees to be flexible, dynamic and to have the capacity to think creatively when presented with challenges.

Role and responsibilities

Sales

- Achieve annual US, UK & AUS targets (Pathways and Direct Entry)
- Assist in the development of an annual business plan
- Maximise sales and product development opportunities
- Manage effective launch of new products/partners
- Provide regional insight into student enrolment reports and trends
- Liaise with Centre-based staff to ensure free flow of information
- Manage and grow business relationships with agencies and other suppliers of students within recruitment territory
- Promote INTO centres at feeder institutions, exhibitions, seminars and events
- Analyse, recommend and present marketing or advertising opportunities
- Provide direct programme counselling to prospective students

Customer Service

- Exhibit excellent presentation and business writing skills
- Ensure agents always receive appropriate levels of customer service
- Always present a professional and positive image of INTO
- Confidence to suggest and make improvements to customer service at all levels within the organisation

Financial

- Ensure key financial goals are met
- Develop and execute against annual enrolment targets
- Ensure accurate financial reporting requirements are met

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The position is based in Karachi, Pakistan and will involve some travel within the region. Occasional travel to the UK and USA will be necessary and flexibility is required to meet the demands of the post, including evening and weekend work.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification...

Person specification

	Essential	Desirable
Legal status	•	•
Education/ qualifications	• Undergraduate degree or equivalent.	• Masters & Professional qualifications relevant to the job
Experience/skills	<ul style="list-style-type: none"> • Experience of working within a team of atleast 2 years or more • A history of working with educational agencies • Experience working with international students on higher education courses • Sound knowledge of the US & UK secondary and tertiary education systems • Ability to promote other study destinations as and when partners are added to the network • Experience selling a complex and diversified education product portfolio • Exceptional time management skills • Customer service orientated approach • Demonstrated ability to meet deadlines and exceed targets • Provision to work from home, full time • Willing to travel & work on weekends during peak recruitment periods (position might require travel upto 3-4 months in a year) 	<ul style="list-style-type: none"> • Salesforce.com user experience • Experience using data analytics platforms such as PowerBI • Advanced knowledge of Excel • Experience liaising with a geographically diverse team • An awareness of issues in marketing educational services in an international context • Ability to build and manage relationships with peers and senior managers, both within country and internationally • Knowledge of the AUS secondary and tertiary education systems