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 works with universities to transform their international capacity and performance. Since 2006, we have successfully launched 17 joint venture partnerships with 18 universities in Europe, North America and Asia. We help world renowned higher education institutions to ‘internationalise’, having enrolled 40,000 students from 128 countries to date.

Our vision is aspirational and we are committed to improving access to high quality education to students around the globe with a business model that is fast evolving to meet the demands of the growing, and increasingly mobile global student population. This vision is underpinned by five core values: Purpose, Partnership, Passion, Performance and Pride. We seek staff who share these values.

Role Context

INTO has traditionally worked within joint venture partnerships with university partners to recruit and educate students who require pathway programmes to prepare them for entry at degree or graduate degree level at the university.

INTO is now opening up its global recruitment networks and channels to help recruit students who qualify for direct entry to degree level programmes at the partner universities and enabling the universities to grow their global brand presence through the INTO Global Application process.

Role Description

INTO University Partnerships is seeking a dynamic, experienced Recruitment Manager to lead the planning and execution of INTO’s Direct Entry marketing and recruitment efforts throughout China, Hong Kong and Macau. The individual will be responsible for recruiting students from across these regions who are interested in studying at our Direct Entry partner universities in the USA, UK and China and who meet entry requirements for direct entry programmes.

Based in China the primary focus of this position will be to directly manage and implement marketing and sales initiatives to impact INTO Direct Entry recruitment growth to the US, UK and Chinese partner universities from China, Hong Kong and Macau. There may be some adhoc requirement to assist with recruitment activities in other regions as required. The role would require frequent travel to the region to support the efforts of the INTO Regional Office and GILS staff, as well as agents. The Recruitment Manager will be responsible for working closely with the appropriate regional colleagues in managing and developing INTO’s network of educational agencies across the region to achieve target recruitment numbers.
The ideal candidate must be fluent in both English and Mandarin, and have sales, financial, and customer service experience; furthermore, the individual must have experience working with education agencies and students and favourably have some understanding and experience of the higher education systems in the US, UK and China.

The candidate will need to be frequently in market to train agents about the Direct Entry partner universities and to encourage agent adoption of the INTO Global Application process through which agents can apply to the direct entry partner universities on behalf of their students.

Principle responsibilities and duties

• Actively support the INTO regional offices in their activities in order to drive Direct Entry recruitment.
• Frequent travel into market to support RO activity.
• Train agencies on a regular basis so that they gain a keen understanding of INTO’s Direct Entry partner universities, and global application process.
• Proactively sell INTO’s Direct Entry partners at fairs, workshops where appropriate and as previously agreed with the university partners.
• Directly impact INTO’s growth of direct entry student recruitment from China region for all US, UK and China direct entry partner universities.
• Effectively communicate with all INTO staff to increase brand awareness of direct entry partners.
• Responsible for day-to-day management of the regional marketing and sales strategy, and assisting colleagues with collateral creation, market research, due diligence and other related functions as appropriate.
• Conduct specific market research to propose and implement marketing strategies to increase INTO’s Direct Entry recruitment from the designated region.
• Travel within the region to visit agents and attend fairs/workshops as appropriate.
• Liaise with INTO’s GILS team to develop and support direct relationships with schools and institutions throughout the region as appropriate.

Key Accountabilities

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.

Sales

• Achieve annual US, UK and China bound direct entry recruitment targets set during Enrolment Budget process.
• Exhibit excellent presentation and business writing skills.
• Maximise sales development opportunities.
• Maximise product development opportunities.
• Manage effective launch of new products.
• Provide regional insight into student enrolment reports, trends.
• Liaise with colleagues in China to ensure free flow of information between regional office and partners in China, US and UK.
• Manage and grow business relationships with agencies, government agencies and other suppliers of students within recruitment territory.
• Analyse, recommend and present marketing or advertising opportunities.

Customer Service
• Closely liaise with INTO China Admissions, US and UK Direct Entry admissions teams to encourage an efficient, customer centric approach to the student application process.
• Maintain an effective and courteous working relationship with INTO colleagues.
• Ensure agents always receive appropriate levels of customer service.
• Present a professional and positive image of INTO at all times.
• Confidence to suggest and make improvements to customer service at all levels within the organisation.

Financial
• Ensure key financial goals are met.
• Develop and achieve annual enrolment targets.
• Actively manage cost base.
• Ensure accurate financial reporting requirements are met.
• Timely and accurate submission of financial reports.

Your 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.

Reporting Line
The Recruitment Manager will report to Recruitment Director, Direct Entry.

Person specification

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Legal Status</td>
<td>• Eligibility to work in China and Hong Kong.</td>
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<td>Education/Qualifications</td>
<td>• Undergraduate degree</td>
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<td>Experience &amp; skills</td>
<td>• Understanding/previous knowledge of the US, UK and Chinese education systems</td>
<td>• Experience working with educational agencies and students in China, Hong Kong and Macau</td>
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<td>• Dynamic individual who enjoys giving presentations to different types of audiences</td>
<td>• Experience of the SalesForce sales system</td>
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• Pro-active with a proven track record of solving problems
• Experience in operating within a channel sales environment
• Driven, results-orientated and focused nature
• Excellent communication skills
• Customer-service orientated approach
• IT literate
• Fluent in English and Mandarin

Location
Preferred location for this post is either Shanghai or Beijing.

Salary
A competitive salary, dependent upon skills and experience will be available to the successful candidate. An annual bonus of up to 20% is also payable on achieving key performance indicators.

How to apply
Please refer to the job description for full position details and if you feel that you have the necessary skills and experience, please email a cover letter and full resume in English to:

Dorota Mazurek, Recruitment Director, Direct Entry
dorota.mazurek@intoglobal.com

Closing date for applications is: 23rd of August 2017