



Job Description

Recruitment Manager, UK & AUS (Korea)

November 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 ground-breaking 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

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Location

This position is based in Seoul and will involve regular domestic travel, some travel within the East Asia region, and occasional travel to the UK, Australia, and other possible locations. Flexibility is required to meet the demands of the post, including evening and weekend work.

Reporting Line

This position reports to the Regional Manager (Korea & Philippines) and is part of the greater INTO East Asia team.

Salary

A competitive salary will be offered based on qualification and experience. The successful candidate will be entitled to 20 days per year annual leave, time in lieu where appropriate and a highly competitive annual bonus plan.

Application Process

To find out more about this exciting opportunity and be considered for an interview please send your cover letter and resume to the Assistant Regional Director North Asia & Vietnam, Mr Bill Veon, at bill.veon@intoglobal.com.

Deadline: Friday, 3rd December 2021.

It is envisaged that interviews will take place following the closing date. Only those candidates selected for interview will be contacted.

Job Overview

The Recruitment Manager, UK & Australia will largely focus on the recruitment of students within the Korean market to our portfolio of UK centres but will also have the added responsibility of managing the recruitment activities for our Australia centres and programs in collaboration with Australian market specialists within the East Asia region. This will include managing partner educational agent accounts and other seeking other domestic opportunities. In addition, and in collaboration with the Regional Manager, this role will assist in the development and implementation of marketing and sales strategies specific to UK and Australia recruitment with current and new potential accounts within budgetary parameters. This position may also be occasionally asked to assist with matters and events related to non-UK and Australia INTO centres and products as needed.

Main Duties and Responsibilities

- Achieve annual recruitment targets against budgetary constraints.
- Assist in the development and management of an annual business plan with the Regional Manager to meet sales targets in Korea.
- Maintain and grow business relationships with partner educational agent accounts with a focus on the UK
- Collaborate with Australia market specialists in the East Asia region to assist in recruitment to Australia centres within the Korean market.
- Assist the Regional Manager in the development of new sales and recruitment channels including key sponsorship bodies.
- Active involvement in lead generating opportunities and events and a focus on conversion.
- Provide on-demand training and regular updates to the market.
- Analyse, recommend, and present UK and Australia marketing and advertising opportunities.
- Provide student-facing counselling to prospective students as needed in coordination with partner accounts.

- Report regional insight and market trends as requested by the Regional Manager and the senior management team.
- Assist in the design and conduct small- and large-scale events for a variety of audiences in coordination with the Regional Manager.
- Liaise with centre-based staff to ensure transparency for all parties and optimize opportunity for collaboration.
- Closely liaise with the central admissions teams to encourage an efficient, customer-centric approach to the student application process.
- Ensure partner educational agents and all stakeholders receive appropriate levels of customer service.
- Suggest and help implement improvements to customer service at all levels within the organisation.
- 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.

Key Criteria & Qualifications

The following list of criteria is meant to provide a general overview of the background, characteristics, and level of activity the successful applicant will exhibit and be expected to engage daily. This should not be taken as an exhaustive list as the nature of our industry requires employees at all levels to be flexible, dynamic and to have the capacity to think creatively when presented with challenges.

Essential Criteria

- 3 years or more experience working in the higher education industry.
- 1 or more years of post-secondary education or experience in the UK.
- Native-level communication in Korean and at least advanced-level English language skills.
- Highly refined business presentation and reporting skills in both Korean and English.
- A history of working with educational agencies in Korea.
- Experience working with international students and higher education programmes.
- Sound knowledge of the UK secondary and tertiary education systems.
- Experience selling a complex and diversified education product portfolio.
- Exceptional time management and communication skills.
- Experience with customer service.
- Demonstrable ability to meet deadlines and exceed sales and financial targets.
- Advanced knowledge of Excel and the Microsoft Office Suite.
- Eligible for travel to and from the US, UK and Australia.

Highly Desirable Criteria

- Experience working with domestic universities, secondary schools, English language schools and other preparatory entities.
- Knowledge of the Australian and US secondary and tertiary education systems.
- Salesforce or database management experience.
- Experience liaising with a geographically and culturally diverse team.
- An awareness of issues in marketing educational services in an international context.
- Degree from the US, UK or Australia.
- Degree related to Business, Sales, Marketing, or other relevant field.
- Postgraduate Degree.
- Relevant other qualifications or certificates.



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.