



Job description

Director, Revenue Strategy and Go to Market

July 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

As INTO expands its new capabilities and repositions itself to offer products and services that engage with a full student lifecycle of enrolment to employment, we are looking for a revenue strategy and go to market leader with a proven track record of success, to lead on several key projects.

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Reporting line

The role reports to the Chief Recruitment Officer.

Job purpose

Working very closely with the Chief Recruitment Officer, you'll lead on ideation, planning, developing and execution of strategic projects. This is a hands-on strategic role, where you'll improve the effectiveness of our go-to-market delivery and optimize our recruitment efforts.

Key accountabilities and duties

Key Deliverables:

- Through a deep understanding of all aspects of the sales, marketing, and customer success businesses, leverage that knowledge to identify areas for opportunities and improvement in processes and procedures.
- Perform comprehensive and regular data analysis to monitor and drive increased productivity across the sales and customer success organizations, leverage this data to proactively identify areas for revenue improvements.
- Share reports and dashboards to help go-to-market managers better understand and service our partners and students more effectively, and scale processes by using a mix of 3rd party insights and predictive data analytics.
- Assist in core operational tasks, including account assignments, process design and documentation, and systems updates.
- Project manage ongoing programs and initiatives, assisting internal stakeholders to launch new programs and successfully execute existing programs.
- Collaborate with key stakeholders to develop clear goals and deliver on strategic scalable outcomes.
- Develop and plan scope of work schedules and work closely with internal stakeholders to meet project KPIs.
- Engage stakeholders such as Marketing, Regional Office, Enrolment Services and Inside Sales to collect feedback and provide timely project information to enable stakeholders' business planning.
- Be the leadership representation on various workstream initiatives.
- Work closely with the Chief Recruitment Officer on all strategic initiative key projects and lead from the front on ideation, planning and execution.

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 post will be based in Singapore. Travel may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

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	<ul style="list-style-type: none"> • Right to work in Singapore. 	
Education/ qualifications	<ul style="list-style-type: none"> • A bachelor's degree in Business, Marketing, Finance or related field. 	<ul style="list-style-type: none"> • Lean Six Sigma certification.
Experience/skills	<ul style="list-style-type: none"> • Exceptional written and verbal communication and presentation skills. • Ability to collaborate with team members at the same time as contributing value individually. • Substantial experience of managing complex global projects. • Excellent stakeholder management skills. • Previous experience with SaaS sales, success or marketing organisations strongly preferred. • Previous experience and familiarity with SalesForce strongly preferred. 	