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## Job Description

# Regional Manager, East Asia (Australia)

October 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](http://www.intostudy.com) [www.intofuture.com](http://www.intofuture.com) [www.intoglobal.com](http://www.intoglobal.com) [www.into-giving.com](http://www.into-giving.com)

IUP 2 LLP  
ONE GLOUCESTER PLACE  
BRIGHTON, EAST SUSSEX  
BN1 4AA, UK

T +44 [0]1273 665200  
F +44 [0]1273 679422  
E [corporate@into.uk.com](mailto:corporate@into.uk.com)  
W [www.into-corporate.com](http://www.into-corporate.com)



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### **Location**

INTO operates a network of Regional Offices (RO) around the world supporting the recruitment of international students to our university centres in the UK, USA, Australia, and China.

The INTO East Asia (EA) Regional Office Network consists of staff and offices in Indonesia, Japan, Malaysia, South Korea, Taiwan, Thailand and Vietnam. In addition to this, the teams service and conduct regular recruitment activities in Brunei, Cambodia, Laos, Myanmar, Philippines and Singapore.

Our strong preference is that this post is based in Kuala Lumpur, but candidates in other East Asia locations, may be considered based on qualification.

Domestic and international travel will be necessary and flexibility is required to meet the demands of the post, including regular evening and weekend work.

### **Reporting Lines**

This position reports to the VP Recruitment, East Asia, but will also work closely with the Assistant Regional Directors South East Asia/Indo China and North Asia/Vietnam.

### **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 VP Recruitment, East Asia, Mr Christopher Piwarski, at [christopher.piwarski@intoglobal.com](mailto:christopher.piwarski@intoglobal.com).

Deadline: Monday, 1<sup>st</sup> of November 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 Regional Manager, East Asia (Australia) will oversee all Australia focused recruitment, marketing, sales and internal staff training across INTO's East Asia region.

In addition, and in collaboration with the VP Recruitment and Assistant Regional Directors, this role will work to develop and implement strategies to increase international student recruitment and INTO Australia brand awareness across East Asia.



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### **Main Duties and Responsibilities**

- Achieve annual Australia sales targets (Pathways)
- Assist in the development of an annual business plan to meet/exceed sales targets
- Maximise sales and product development opportunities
- Manage the effective launch of new products/partners
- Create sales and strategic collaborative opportunities for partner universities and stakeholders.
- Manage and grow business relationships with educational agencies and other sources of recruitment.
- Analyse, recommend, and present market-specific advertising opportunities to partner organisations and ensure the INTO and stakeholder brand growth in the East Asia region
- Provide regional insight into student enrolment reports
- Promote INTO centres at feeder institutions, exhibitions, seminars and events
- Analyse, recommend and present on marketing or advertising opportunities
- Provide direct programme counselling to prospective students
- Liaise with Centre based staff to ensure free flow of information
- 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
- Provide on-going training on all things Australia to East Asia Regional Office staff
- Manage communications between the UWA College ADMR and East Asia Regional Offices
- 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.

### **Key Criteria and 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 of responsibilities 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**

- 5+ years or more experience working in the higher education industry
- Experience directly managing staff one or more staff
- Advanced-level English language skills
- Highly refined English language business presentation and reporting skills
- Australian study/work experience



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- A history of working with educational agencies across East Asia
- Experience working with international students and higher education programs
- Sound knowledge of Australia's secondary and tertiary education systems
- Sound knowledge of the Australian immigration system and processes
- Experience selling a complex and diversified education product portfolio
- Exceptional time management skills
- Experience with customer service
- Demonstrable ability to meet and exceed sales targets
- Ability to travel to Australia and across East Asia

### Highly Desirable Criteria

- Experience working with domestic universities, secondary schools, English language schools and other preparatory entities across East Asia
- Experience collaborating interdepartmentally and/or externally
- Salesforce or database management experience
- Advanced knowledge of Excel and the Microsoft Office Suite
- Native/advanced-level second language skills (East Asia Region specific)
- Experience liaising with a geographically and culturally diverse team
- An awareness of issues in marketing educational services in an international context
- Experience studying and or working abroad
- Ability to build and manage relationships with peers and senior managers
- Knowledge of the UK and US education systems

### 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.