



the global education partners

SENIOR COUNTRY MANAGER (COLOMBIA)

Job Description

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

After successfully establishing University Access Centres (UAC) in Vietnam and China, INTO is now expanding its presence in Latin America and is launching a brand new UAC in Bogota.

The UAC is a new initiative designed to support a wide range of internationalisation priorities for participating universities, including the recruitment of additional students from key source markets and increasing profile and presence overseas to facilitate other in-market projects. The UAC also functions as the office base for INTO's Regional Office staff in market and an INTO-owned Colombian education agency, and will be an English language testing venue.

INTO is now recruiting for a Senior Country Manager (Colombia) to oversee all operations of, and functions within, the new Centre in Bogota.

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Location

The position will be based in Bogota, Colombia and will involve some travel within – and responsibility for operations pertaining to – parts of the wider Latin America region. Occasional travel to the UK and USA will also be necessary and flexibility is required to meet the demands of the post, including evening and weekend work.

Reporting Line

This position reports to the Recruitment Director (The Americas), part of the greater INTO Americas Regional Office team, and will also have a dotted reporting line to the Global Market Initiatives (GMI) team.

Job Overview

The Senior Country Manager (Colombia) will oversee all recruitment, marketing, and sales activity across Colombia and parts of the wider Latin America region and will be responsible for providing the overall leadership of the Centre in a manner that reflects the goals and values of INTO, the UAC, MAS Education, and participating universities, promoting the delivery of a world-class customer and stakeholder experience for all. This will include line management of full-time recruitment, marketing, and operational staff across multiple functions, as well as oversight of centre staff and University International Officers. In addition, and in collaboration with the Recruitment Director (Americas), this role will work to develop and implement strategies to increase international student recruitment and INTO brand awareness across the region.

Main Duties and Responsibilities

Sales and Office Management

- Provide the leadership and vision needed to ensure continued growth of the UAC, INTO, and MAS Education in the region.
- Assist in the development of an annual business plan to meet sales targets in the region.
- 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 region.
- Actively liaise with Centre-based staff to ensure transparency and effective sales practices.
- Work closely with the English language testing team to ensure smooth daily testing operations and execution of other English language testing-related events in the Centre.

Staff Management

- Promote a culture of performance excellence, inclusivity, and collaboration to achieve the Group's objectives and attract, retain, and develop quality employees.
- Creation, quality control, and implementation of effective customer service practice for all staff.
- Lead the onboarding, training coordination, and ongoing motivation of all INTO Regional Office, MAS Education, and Centre staff.



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- Manage the activity of partner university International Officer staff in centre by working directly with top marketing staff at each partner and ensuring respective institution's desired greater goals of participation in the UAC are achieved. This includes institutional links, collaborative research opportunities, internship and employment opportunities, and local education agency network support.

Financial

- Monitor overall financial performance of the Centre and all functions through the efficient management of resources and operational functions within the established budget.
- Develop a business plan against budgetary constraints and annual enrolment targets.
- Ensure accurate financial reporting requirements are met.

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 in 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

- 3-5 years or more experience working in the higher education industry.
- Experience directly managing a team of 2 or more.
- Native-level communication in Spanish and at least advanced-level English language skills.
- Highly refined business presentation and reporting skills in both Spanish and English.
- A history of working with educational agencies in Colombia.
- Experience working with international students and higher education programmes.
- Sound knowledge of the Australian, UK and US secondary and tertiary education systems.
- Experience selling a complex and diversified education product portfolio.
- Exceptional time management skills.
- Experience with customer service.
- Demonstrable ability to meet and exceed sales and financial targets.

Highly Desirable Criteria

- Experience working with domestic universities, secondary schools, English language schools and other preparatory entities.
- Experience collaborating interdepartmentally and/or externally.
- Salesforce or database management experience.
- Advanced knowledge of Microsoft Excel.
- Experience liaising with a geographically and culturally 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.

Application Process

To apply, please send your cover letter, resume and any supporting information to HQ.Career@intoglobal.com.

Person Specifications

	Essential	Desirable
Legal status	<ul style="list-style-type: none">• Appropriate CRB disclosure will be required prior to confirmation of appointment.• Eligibility to work in and travel freely to and from the US and UK, i.e. a valid passport.	
Academic qualifications	<ul style="list-style-type: none">• Undergraduate degree or equivalent.	<ul style="list-style-type: none">• Professional qualifications relevant to the job• Degree from the US or UK• Degree related to business, marketing, or management• Postgraduate degree

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.