



Job description

Chief Recruitment Officer/EVP Recruitment

September 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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Reporting line

The role reports to the CEO.

Job purpose

The Chief Recruitment Officer will own and grow the new student enrolment (NSE) and associated revenue numbers/targets for INTO globally across all channels.

Key accountabilities and duties

Role and responsibilities

- Deliver the Recruitment Strategy that delivers on student volumes, margin, market share, and cost of sales for both international student pathway and Direct Entry recruitment globally for INTO.
- Lead the diversification and growth of sales channels, delivering an increase in agent and direct sales across the global business through developing and delivering practical, flexible sales strategies.
- Drive profitable sales volumes via an omni channel student-centric approach.
- Ensure both trade and digital marketing are harnessed effectively to drive sales.
- Lead and ensure the effective operation of the end-to-end student recruitment process for both the agent and direct channels.
- Drive student and agent conversion by utilising data insights and delivering the right product and technical tools.
- Be the 'voice of the markets' for INTO overall, ensuring our US and UK education businesses have the insight they need to develop and maintain market leading product and propositions.
- Drive frontline empowerment of the team through role specialisation, training, performance dashboards, and structured operating rhythms that drive issue identification and resolution.
- Lead, guide and coach sales teams across multiple countries; support and motivate high performers and promptly address issues.
- Stay abreast of economic and social factors impacting on performance and drive the implementation of appropriate sales strategies and tactics.
- Ensure that appropriate remuneration, commission and incentive structures are in place to drive the right sales behaviour and improve bottom line.
- Lead by example and champion INTO's values; empower the team and hold people accountable for achieving the right results in the right way.

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

Our strong preference is that this post is based in Asia. Candidates in other locations will be considered, but their working hours would need to accommodate Asia. Global travel will 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 Serviced 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
Education/ qualifications	<ul style="list-style-type: none"> Undergraduate degree and relevant post graduate qualification preferred.
Experience/skills	<ul style="list-style-type: none"> Extensive international sales leadership experience in B2B and B2C environments. Experience of the global education market would be ideal. Candidates without this experience will need to demonstrate strong curiosity and experience of immersing in and understanding new complex sectors. Experience of leading and optimising a global/regional remote fulfilment capability. Mature peer-to-peer and matrix management experience, ideally gained in large, complex businesses that operate at global scale; the ability to build influence and credibility across the entire organisation. Experience of working at pace, of dealing with ambiguity, and of collaborating effectively with others to develop practical and workable solutions. Proven astuteness in ensuring the effective management of complex budgets and financial and people; high level of numeracy and good analytical skills. Proven ability to develop new strategies and ways of working, and to turn them into deliverable operational plans. Demonstrable experience of leading innovative change and continuous improvement within a globally dispersed business. Skilled at acting as a coach and mentor to others. Experienced at leading cultural transformation to galvanise and empower sales teams. Unquestionable personal integrity, fairness and credibility necessary to gain the trust and commitment of individuals at all levels of the organization. Demonstrated success at cultivating strong relationships with internal and external stakeholders, such as education agents, and creating partnerships at all levels within the organisation to achieve results. Passionate about the mission, enthused by the challenges facing the organisation, and dedicated to achieving its goal.