

Job Description

Recruitment Manager, Direct Entry (East Asia) US, UK and China University Partners

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 works with universities to transform their international capacity and performance. Since 2006, we have successfully launched 17 joint venture partnerships with 18 universities in Europe, North America and Asia. We help world renowned higher education institutions to 'internationalise', having enrolled 40,000 students from 128 countries to date.

Our vision is aspirational, and we are committed to improving access to high quality education to students around the globe with a business model that is fast evolving to meet the demands of the growing, and increasingly mobile global student population. This vision is underpinned by five core values: Purpose, Partnership, Passion, Performance and Pride. We seek staff who share these values.

Role Context

INTO has traditionally worked within joint venture partnerships with university partners to recruit and educate students who require pathway programmes to prepare them for entry at degree or graduate degree level at the university.

INTO has now expanded its global recruitment networks and channels to help recruit students who qualify for direct entry to degree level programmes at our Partner Universities. In addition, INTO University Partnerships will play an integral role in supporting and facilitating growth in our Partners global brand presence via both our Partner Portal and Global Application process,

Role Description

INTO University Partnerships is seeking a dynamic, experienced Recruitment Manager to lead the planning and execution of INTO's Direct Entry marketing and recruitment efforts throughout the greater region of East Asia. The individual will be responsible for recruiting students from across these regions who are interested in studying at our Direct Entry partner universities in the USA, UK and China and who meet entry requirements for direct entry programmes.

Based in one of the EA Regional Offices the primary focus of this position will be to directly manage and implement marketing and recruitment initiatives to impact Direct Entry recruitment growth to the US, UK and Chinese Partner Universities from East Asia. There may be some ad-hoc requirement to assist with recruitment activities in other regions on occasion. The role would require frequent travel to the region to support the recruitment efforts of the INTO Regional Office and agents. The Recruitment Manager will be responsible for working closely with the appropriate regional colleagues in training and supporting INTO's network of educational agencies across the region to ensure that recruitment targets are achieved.

The role will also see the selected candidate work closely with recruitment colleagues within our Regional Offices across East Asia as well as our University Partners and the Recruitment Director Direct Entry to develop, implement and execute a recruitment strategy to support the year-on-year growth of student enrolments.

The ideal candidate must be fluent in both English, the ability to speak one of the regional languages would be preferential, and have sales, financial, and customer service experience; furthermore, the individual must have experience working with education agencies and students and favourably have understanding and experience of the higher education systems in the US, UK and China. In addition, experience of managing a budget would also be desirable.

The candidate must be confident in undertaking independent travel and recruitment activities including training, student counselling and exhibition attendance. Furthermore, the selected candidate must be able to demonstrate innovation and problem-solving skills whilst working both independently and as part of a dynamic, dynamic Team.

Principle responsibilities and duties

- Actively support the INTO Regional Offices in their recruitment activities to drive Direct Entry recruitment.
- Frequent travel into market to support and undertake recruitment activities as outline in the Regional recruitment strategy.
- Train Education Counsellors (agents) on a regular basis so that they gain a keen understanding of INTO's Direct Entry Partner Universities, and global application process.
- Proactively sell INTO's Direct Entry Partners at fairs, workshops where appropriate and as previously agreed with the University Partners.
- Directly impact INTO's growth of direct entry student recruitment from East Asia region for all US, UK and China direct entry Partner Universities.
- Effectively communicate with all INTO staff to increase brand awareness of direct entry partners.
- Responsible for the development and execution of the regional marketing and recruitment strategy, and assisting colleagues with collateral creation, market research, due diligence and other related functions as appropriate.
- Conduct specific market research to propose and implement marketing strategies to increase INTO's Direct Entry recruitment from the designated region.
- Travel within the region to visit agents and attend fairs/workshops as appropriate.
- Liaise with INTO's Regional Office teams to develop and support direct relationships with schools and institutions throughout the region as appropriate.
- Take up any additional DE projects or task as requested by the Recruitment Director, Direct Entry.

Key Accountabilities

The following tasks provide a general overview of the types of activity the successful applicant will be expected to engage in on a day-to-day basis. The tasks are not intended to be an exhaustive list of responsibilities as the nature of our business requires all employees to be flexible, dynamic and to have the capacity to think creatively when presented with challenges.

Sales

- Achieve annual US, UK and China bound direct entry recruitment targets set during Enrolment Budget process.
- Exhibit excellent presentation and business writing skills.
- Maximise sales development opportunities.
- Maximise product development opportunities.
- Manage effective launch of new products.
- Provide regional insight into student enrolment reports, trends.
- Liaise with colleagues in East Asia to ensure free flow of information between regional office and partners in China, US and UK.
- Manage and grow business relationships with agencies, government agencies and other suppliers of students within recruitment territory.
- Analyse, recommend and present marketing or advertising opportunities.
- Proactively update and help maintain the Direct Entry resources and marketing materials.

Customer Service

- Closely liaise with INTO Admissions, US and UK Direct Entry admissions teams to encourage an efficient, customer centric approach to the student application process.
- Maintain an effective and courteous working relationship with INTO colleagues.
- Ensure agents always receive appropriate levels of customer service.
- Present a professional and positive image of INTO at all times.
- Confidence to suggest and make improvements to customer service at all levels within the organisation.

Financial

- Ensure key financial goals are met.
- Develop and achieve annual enrolment targets.
- Actively manage cost base.
- Ensure accurate financial reporting requirements are met.
- Timely and accurate submission of financial reports.

Your 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.

Reporting Line

The Recruitment Manager will report to Recruitment Director, Direct Entry.

Person specification

	Essential	Desirable
Legal Status	<ul style="list-style-type: none"> Eligibility to work across East Asia. 	
Education/ Qualifications	<ul style="list-style-type: none"> Undergraduate degree 	
Experience & skills	<ul style="list-style-type: none"> Understanding/previous knowledge of the US, UK and Chinese education systems Dynamic individual who enjoys giving presentations to different types of audiences Pro-active with a proven track record of solving problems Experience in operating within a channel sales environment Driven, results-orientated and focused nature Excellent communication skills Customer-service orientated approach IT literate Fluent in English and preferably other locally-spoken language 	<ul style="list-style-type: none"> Experience working with educational agencies and students in East Asia Experience of the Salesforce sales system

Location

Preferred location for this post is South East Asia.

Salary

A competitive salary, dependent upon skills and experience will be available to the successful candidate. An annual bonus of up to 20% is also payable on achieving key performance indicators.

How to apply

Please refer to the job description for full position details and if you feel that you have the necessary skills and experience, please email a cover letter and full resume in English to: helen.hollingworth@intoglobal.com before 15 Feb 2018.