



the global education partners

Job Description

Recruitment Manager USA (East Asia)

Context

INTO University Partnerships works with leading UK and US universities, investing in the development of world-class international student centres. With a clear focus on and commitment to the delivery of the highest quality of student experience, we specialise in preparing students for undergraduate and postgraduate study at partner institutions and other leading universities in the UK and beyond. Our Centres deliver guaranteed progression to undergraduate and postgraduate courses.

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

Reporting Lines

Primary- Vice President Recruitment East Asia
Secondary- Assistant Regional Director South Asia & Indochina
Secondary- Regional Director North Asia, Vietnam and Philippines

Job Purpose

Based in the Bangkok, the Recruitment Manager USA (East Asia) will be responsible for supporting the regional offices in their US recruitment activities throughout the region. This role will work in collaboration with regional office managers and US specialist staff to develop and implement strategies to recruit international students throughout the region. The territory for this role includes Indonesia, Malaysia, Singapore, Brunei, Vietnam, Laos, Cambodia, Philippines, Taiwan and Thailand. While Korea and Japan are not part of the official territory this role provides remote support to these countries.

A key component of the role is to act as the intermediary between the Regional Office and various US based stakeholders including admissions, centre staff, finance, accommodation, partner universities and others as required. Additionally the role would also typically require the individual to represent the interests of all 12 INTO US centres or act as a proxy for individual centres at public facing events.

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The recruitment function of this role is for both pathway and direct entry students across our 12 US based campuses and will require frequent travel throughout the region and the US.

While the role is chiefly focused on US recruitment it is expected that the Recruitment Manager have a working knowledge of our INTO UK product range.

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 targets set during Enrolment Budget process
- Assist in the Development of an annual business plan with the Regional Managers of countries within your territory through monthly meetings
- Act as an Account Ambassador for key agencies and organisations within region
- Attendance and active involvement in team meetings
- Exhibit excellent presentation and business writing skills
- Maximise sales development opportunities
- Maximise product development opportunities
- Manage effective launch of new products
- Contribute to a periodical marketing reports
- Provide regional insight into student enrolment reports
- Liaise with Centre based staff to ensure free flow of information between regional office and centres
- Liaise and work on projects with staff from our partner universities
- Liaise and work on projects with staff from our direct entry unit
- Manage and grow business relationships with agencies and other suppliers of students within recruitment territory
- Identify, maintain and develop relationships with key sponsorship bodies including embassies, government agencies and private sector sponsors
- Promote INTO centres at feeder institutions, exhibitions, seminars and events
- Analyse, recommend and present marketing or advertising opportunities
- Where appropriate, provide direct programme counselling to prospective students
- Contribute to the effective management and distribution of US scholarships
- Promote the full range of INTO Products including pathways, university transfer programs, high school placements and direct entry to university



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Customer Service

- Closely liaise with Admissions Processing Centre to encourage an efficient, customer centric approach to the student application process
- 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 execute against annual enrolment targets
- Ensure accurate financial reporting requirements are met
- Timely and accurate submission of financial duties such as cash and credit card expenses

Profile

Essential Criteria

- Demonstrable success in business development
- A history of working with educational consultants and feeder institutions
- Sound knowledge of the US secondary and tertiary education system
- Experience in managing and developing a channel sales strategy
- Driven, results-orientated and focused nature
- Exceptional time management skills
- Excellent English language communication skills at native level
- Customer-service orientated approach
- IT literate- full Microsoft Office suite as a minimum standard
- Demonstrated ability to meet deadlines and achieve targets
- Able to work independently with minimal supervision and as part of a team
- Experience of selling a complex and diversified portfolio

Desirable Criteria

- Salesforce.com user experience
- Advanced knowledge of Excel
- Past experience in managing small teams
- Video editing and production skills
- Experience liaising with a geographically diverse team

- Experience of working with international students on pre-university courses
- Fluency in a second language appropriate to the region
- An awareness of issues in marketing educational services in an international context.
- Ability to build and manage relationships with peers and senior managers.

Salary

A competitive salary will be offered based on qualifications and experience. The successful candidate will be entitled to 20 days a year annual leave, travel insurance while on work trips, time in lieu where appropriate and a highly competitive bonus plan.

Location

Bangkok

Person specification

	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, 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

To find out more about this exciting opportunity and be considered for an interview please send your CV and a covering letter to the Vice President Recruitment, Mr Tom Keenan tom.keenan@intoglobal.com by Friday 12 April 2019. It is envisaged that interviews will take place in the week beginning Monday 22 April.

This role meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment will be subject to a criminal record check from the Criminal Records Bureau before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.