

Job Description

Country Manager (Vietnam)

Context

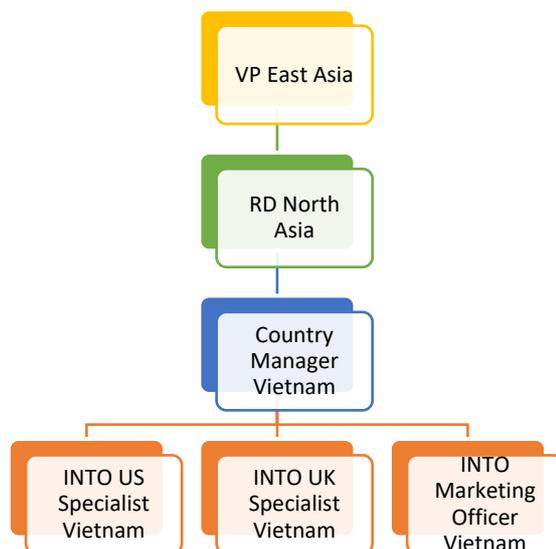
INTO University Partnerships works with leading UK and US universities, investing in the development of world-class international student centres. With a clear focus on and commitment to the delivery of the highest quality of student experience, we specialise in preparing students for undergraduate and 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

This position reports to the Regional Director North Asia, Philippines & Vietnam, which is part of the greater INTO East Asia Regional office team.

Regional Organisation Chart



Job Purpose

Based in the HCMC, the Country Manager (Vietnam) will oversee all recruitment and marketing activities across Vietnam. This includes the management of 3 full time recruitment and marketing staff. In addition, and in collaboration with the Regional Director, this role will also work to develop and implement strategies to increase international student recruitment across Vietnam.



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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 and UK targets (Pathways and Direct Entry)
- Assist in the development of an annual business plan
- Maximise sales and product development opportunities
- Manage effective launch of new products
- Provide regional insight into student enrolment reports
- Liaise with Centre based staff to ensure free flow of information between regional office and centres
- 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
- 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

Customer Service

- 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

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

Essential Criteria

- Demonstrable success in business development
- Excellent Vietnamese and English language communication skills at native level
- Experience directly managing a team
- A history of working with educational consultants and feeder institutions
- Sound knowledge of the UK and US secondary and tertiary education systems



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- Exceptional time management skills
- Customer service orientated approach
- IT literate - full Microsoft Office suite as a minimum standard
- Demonstrated ability to meet deadlines and achieve targets
- Experience of selling a complex and diversified education product portfolio

Desirable Criteria

- Salesforce.com user experience
- Advanced knowledge of Excel
- Experience liaising with a geographically diverse team
- Experience of working with international students on pre-university courses
- 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, time in lieu where appropriate and a highly competitive bonus plan.

Location

The position is based in HCMC and will involve some travel within the East Asia region. Occasional travel to the UK and USA will be necessary and flexibility is required to meet the demands of the post, including evening and weekend work.

To find out more about this exciting opportunity and be considered for an interview please send your CV and a covering letter to the Regional Director, Mr Christopher Piwarski christopher.piwarski@intoglobal.com by Monday 2nd of July 2019. It is envisaged that interviews will take place in between the 8th and 19th of July 2019.

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

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.