

## CENTRE DIRECTOR, UNIVERSITY ACCESS CENTRE (HO CHI MINH CITY)

### Job Description

#### Overview:

Through innovative partnerships with leading universities, INTO University Partnerships strives to expand opportunities for higher education, ensure success, and transform the lives of the students and staff of its partner programmes.

INTO's Mission is underpinned by five core values: (i) Purpose, (ii) Partnership, (iii) Performance, (iv) Passion, and (v) Pride. INTO relies upon employees across the world who share these values, and strives to build a global organisation comprising a full diversity of talents and cultures.

In collaboration with participating university partners, INTO is launching its second University Access Centre (UAC) in late 2019 in Ho Chi Minh City (HCMC), Vietnam.

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. For students interested in studying overseas, the UAC aims to provide quality counselling and advice in a conveniently-located 'one-stop-shop' environment for all their study abroad needs.

#### Location:

The post will be based at the UAC in Ho Chi Minh City, Vietnam.

#### Reporting Line:

The role will report to INTO's Co-founder and Chief Market Initiatives Officer, who is based in Hong Kong.

#### Job Overview:

The Centre Director will be responsible for providing the overall leadership of the Centre in a manner that reflects the goals and values of INTO, the UAC, and its participating universities, and promotes the delivery of a world-class customer and stakeholder experience for all.

#### Main Duties and Responsibilities:

The responsibilities of this position may change and develop over time, but will include the following:

- Provide the leadership, vision and management required to enable the UAC to deliver its strategic and operational objectives – including achieving and exceeding student recruitment targets;
- Promote and deliver an outstanding experience for all UAC staff and student visitors;

- Provide a culture of performance management and inclusivity in order to achieve the UAC's objectives and attract, retain, and develop quality employees;
- Lead in the onboarding, training coordination, and ongoing motivation of all UAC HCMC staff;
- Provide the day-to-day management of all UAC HCMC staff to ensure appropriate performance and standards being met;
- With regards to managing partner university International Officer staff in Centre:
  - Ensure each meets their institution's desired greater goals of participation in the UAC, possibly including institutional links, R&D development, internship or employment opportunities, and local education agency network support;
  - Monitor and manage time spent outside the UAC on work-related activities;
  - Maintain regular contact with each participating university home base and the "dotted line" management of each IO staff member, also ensuring that they are themselves connecting with and reporting back to home base management regularly.
- Build effective relationships with key internal and external stakeholders, including participating university personnel, colleagues within the INTO network, staff and leadership at other partners and institutions in HCMC, and educational agency contacts in the UAC HCMC remit area;
- Work closely with the East Asia Regional Office team to ensure the smooth integration of both the UAC and RO teams in the Centre;
- Work closely with the IELTS testing team to ensure smooth daily testing operations and execution of other IELTS-related events in the Centre;
- Ensure the implementation of an effective lead capture process for all student visitors to the Centre;
- Monitor overall financial performance through the efficient management of resources and operational functions within the established budget;
- Deliver routine reports and present ongoing feedback to participating universities and INTO senior management as required;
- Ensure all centre activities meet the organisational requirements for quality management, health and safety, legal/HR stipulations, environmental policies, and general duty of care;
- Devise and implement promotional strategies for student, participating partner, and wider HCMC remit institutional engagement with the UAC to help drive its success;
- Work with the central UAC team to organise and execute an annual schedule of events within the Centre;
- Participate in an annual performance review;
- Support and develop other potential Centres that may launch in the future;
- Be flexible, and willing to work in evenings and on weekends.

**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.**

### **Specific Requirements:**

<b>Education and qualifications</b>	<b>Required</b>	<b>Preferred</b>
An undergraduate degree	✓	
A postgraduate qualification, or other qualifications relevant to the job		✓
<b>Experience, knowledge &amp; skills</b>	<b>Required</b>	<b>Preferred</b>
Ability to create a performance management culture which promotes the attraction, retention and development of quality employees	✓	
Ability to build effective relationships with key stakeholders	✓	

Ability to prioritise, meet deadlines and perform under pressure	✓	
Initiative-taking and problem-solving capability, with excellent attention to detail	✓	
Demonstrated ability to deliver against targets/KPIs	✓	
Experience working in an international context or for an international organisation	✓	
Ability to influence and motivate others to attain high goals, and to delegate management tasks and empower others	✓	
Ability to foster an open, fair and equitable culture and to manage conflict	✓	
Strong commercial acumen, and an excellent level of customer service	✓	
Competent IT and analytical skills	✓	
Experience working in Higher Education or in an education related field as an academic or administrator	✓	
Fluent spoken and written Vietnamese language skills		✓
Experience working within a joint venture and/or a highly matrixed organisational structure and working with multiple stakeholders		✓
Previous private sector senior management experience with demonstrated P&L responsibility		✓
<b>Personal attributes</b>	<b>Required</b>	<b>Preferred</b>
Enthusiastic, performance-driven team player	✓	
Exceptional written, verbal, and presentation skills	✓	