

TE WHAKAATURAKA MAHI / JOB DESCRIPTION

Position Title <i>Te tūraka mahi</i> : Director: International	Area <i>Te Tari</i> : International
Reports to (title) <i>Ka whakarataia e</i> : Deputy Executive Director: Operations	SP10 placement : Directors

Primary purpose *Te take matua*

To lead Otago Polytechnic's International Department and provide high level leadership for the development, implementation, and performance of the organisation's international strategy. The role is accountable for building sustainable international EFTS (equivalent full-time student) growth, strengthening global engagement and market presence, improving conversion from application to enrolment, and positioning Otago Polytechnic as a leading vocational education provider for international students.

Working in partnership with Senior Leaders, Heads of College, Service Leaders, Registry, Marketing, and external partners, the role leads an OP-led international operating model across Dunedin and Central Campuses, building internal capability across recruitment, agent management, partnerships, compliance, student administration, market intelligence, and international student experience.

Provide leadership and strategic direction in the management and operation of:

- international student recruitment, mobility, and conversion-focused services, including incoming and outgoing students
- international agent relationships, priority market development, partnerships, articulation agreements, and compliant delivery models
- ensuring the organisation, curriculum, systems, and marketing content are responsive to international markets and support sustainable enrolment growth.

Develop and maintain effective relationships with organisations at the local, regional, national, and international levels.

Success in this role will result in:

- A high-performing International Department that provides clear leadership, coordinated delivery, and measurable progress against Otago Polytechnic's international strategy and growth aspirations
- Delivery of sustainable international EFTS growth, improved application-to-enrolment conversion, and increased international revenue through targeted recruitment, market development, and partnership activity
- Identification of and growth in priority markets, strengthened global partnerships and articulation pathways, and increased international income streams that support Otago Polytechnic's long-term financial sustainability.

Key responsibilities/accountabilities *Ko ngā takohaka matua / ko kā kaweka matua*

In order of importance, state the major responsibilities / accountabilities of the position and what is achieved

Key responsibilities / accountabilities <i>Ko ngā takohaka matua / ko kā kaweka matua</i>	Outcome Kā hua
Strategic Direction	<ul style="list-style-type: none"> • Leads Otago Polytechnic's International Department and sets the strategic direction, priorities, operating model, and performance expectations required to deliver the organisation's international strategy.

	<ul style="list-style-type: none"> • Leads cross-organisation communication and international development securing buy-in from Colleges and service areas and aligning systems, processes, programmes, marketing content, and student support with international growth priorities. • Establishes clear international growth targets, priority market plans, performance measures, and reporting processes that enable evidence-based decision-making and regular monitoring of applications, offers, conversion, enrolments, revenue, market trends, and compliance risks. • Protects and strengthens Otago Polytechnic's reputation as a high-quality international vocational education provider by ensuring international activity is coordinated, market-responsive, compliant, and aligned to institutional priorities. • Provides regular strategic reporting to senior leaders and key stakeholders on international performance, including market opportunities, recruitment activity, conversion performance, partnership progress. • Maintain and enhance the relationship with Education NZ activity, Immigration NZ and Ministry and NZQA activity, and requirements to ensure that Otago Polytechnic is meeting its obligations and maximizing opportunities.
Recruitment	<ul style="list-style-type: none"> • Leads Otago Polytechnic's international recruitment strategy and operating model, strengthening agent management, direct recruitment, study abroad, and market engagement activity to achieve agreed EFTS and revenue targets, improve offer timeliness, and lift application-to-enrolment conversion. • Develops and delivers targeted recruitment plans for priority markets, ensuring activity is aligned to agreed EFTS targets, revenue expectations, high-demand programmes, and available intake opportunities. • Builds and maintains effective education agent relationships, including onboarding, training, performance monitoring, communication, and provision of current programme and market-specific collateral so agents can actively promote Otago Polytechnic. • Undertakes international travel as required to lead in-country recruitment activity, agent engagement, education fairs, institutional visits, and market development initiatives. • Works with Registry and relevant service areas to improve international application workflows, prioritise processing, support visa timelines, and nurture applicants through to enrolment. • Works with Marketing and academic areas to ensure international recruitment content, digital assets, programme information, student stories, and market-specific collateral are timely, accurate, compelling, and responsive to international student decision-making.
Partnerships	<ul style="list-style-type: none"> • Identifies, develops, and manages international partnerships, articulation pathways, joint programme opportunities, and offshore or blended delivery models that support sustainable EFTS growth, revenue diversification, and Otago Polytechnic's global reputation. • Works with academic leaders, service areas, and external partners to ensure partnership activity is strategically aligned, financially viable, operationally deliverable, and supported by appropriate systems, staffing, communication, and student administration processes. • Ensures articulation and partnership delivery is compliant with contractual, NZQA, Immigration New Zealand, Education New Zealand, and Otago

	<p>Polytechnic requirements, with clear governance, risk management, reporting, and quality assurance arrangements.</p> <ul style="list-style-type: none"> • Develops and maintains strong relationships with international institutions, government agencies, agents, sector bodies, regional stakeholders, and partner organisations to generate opportunities, support student mobility, and strengthen Otago Polytechnic's international presence. • Monitors existing partnerships and emerging opportunities to prioritise those with the greatest strategic, educational, operational, reputational, and financial value.
Supervision and Support	<ul style="list-style-type: none"> • Leads, develops, and supports a high-performing International Department with clear priorities across recruitment, agent management, partnerships, compliance, student administration, mobility, and international student support. • Sets clear performance expectations, builds accountability, and applies progressive performance management practices to ensure the team delivers responsive, high-quality, and strategically aligned international services. • Builds capability across the department and wider organisation so international activity is responsive to changing markets, student needs.
Finances and Risk Management	<ul style="list-style-type: none"> • Prepares, administers, and controls delegated budgets. • Monitors the return on investment from recruitment, marketing, travel, agent, and partnership activity and provides evidence-based recommendations on where to scale, pause, or redirect effort. • Anticipates problems and responds immediately to local and international incidents and crises (e.g. earthquakes, insurrections, epidemics, accidents) affecting students, staff and faculty
Programme and Service Delivery	<ul style="list-style-type: none"> • Provides strategic leadership on the scope, positioning, viability, and delivery of international programmes and services, ensuring priority programmes are attractive, market-responsive, operationally deliverable, and aligned to recruitment targets. • Provides informed insight on international education trends, competitor activity, market demand, student decision-making, and good practice in internationalisation to ensure Otago Polytechnic remains competitive and continually improves its performance.
Observe principles and practices of Equal Employment Opportunity and Diversity	<ul style="list-style-type: none"> • Fair treatment in the workplace is delivered and observed
Fulfill Safety and Wellbeing responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Safety and Wellbeing Policies	<ul style="list-style-type: none"> • Achievement of a healthy and safe work and learning environment • New and existing hazards will be pro-actively identified and managed • Incidents, accidents and occupational illnesses immediately reported • Safe work methods will be adhered to including the use of Personal Protective Equipment
Fulfill our individual and collective responsibilities, accountabilities and expectations as outlined in The Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021	<ul style="list-style-type: none"> • Uphold the responsibilities outlined in The Education (Pastoral Care of Tertiary and International Learners) Code of Practice, contributing to a safe, supportive environment that prioritises ākonga wellbeing and success. Participate in required training to confidently apply the Code within your role. • Integrate Te Tiriti o Waitangi principles and actively support equitable outcomes to create and support opportunities for ākonga voices to be heard,

	<p>enabling responsive actions that meet ākonga needs and foster their achievement.</p> <ul style="list-style-type: none"> • Awareness to attain OP as an inclusive environment for all cultures and languages.
Fulfill Information Management responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Information Management Policy	<ul style="list-style-type: none"> • Create, maintain and store full and accurate records of activities, transactions, and decisions carried out in the course of daily business. • Records are to be disposed of only when legally authorised to do so, as per Disposal Authorities: DA424 and GDA 6 and 7 • Otago Polytechnic records are not to be created or maintained in any personal or private cloud storage services (e.g. DropBox)
Demonstrate organisation's values on a daily basis	<ul style="list-style-type: none"> • Alignment to organisation behaviours is adhered to ensuring consistency in approach and delivery of outcomes • Our values are consistently demonstrated.

Inherent Requirements:

Inherent requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job
- Meet the productivity and quality requirements of the position
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

Key working relationships *Kā honoka mahi matua*

Key working relationships <i>Kā honoka mahi matua</i>	Nature and purpose of contact <i>Te āhua me te take o te honoka</i>
Deputy Executive Director Operations	Formal Leader. Provide strategic and operation advice (both ways). Provide assistance and seek instruction on a wide range of matters.
International Team	Collegial support and advice, work distribution, peer discussions in a self-managing team environment. Work in partnership with others.
Heads of Colleges/ Programmes, Service Leaders and administration and academic kaimahi (staff) throughout all Otago Polytechnic campuses	Work with programmes to help advance the priorities and aspirations all ākonga (learners) Provide advice and support. Seek feedback and input and provide information
Partner organisations e.g. Immigration NZ, Dunedin City Council, Enterprise Dunedin, Education NZ, and other External Stakeholders Suppliers/Contractors and Relevant Industry Contacts / Communities	Provide support, advice, guidance, information, communication and referrals. Provide a central point of contact and knowledge base for International opportunities. Seek feedback, maintain and manage positive relationships.
External partners, including but not limited to industry, community and mana whenua	Work in partnership to understand needs and how we can meet these.

Decision making authority *Kā rakatirataka whakatauka*

Decisions expected <i>Kā whakatauka tūmanako</i>	Recommendations expected <i>Kā taunaki tūmanako</i>
Prioritisation of work load and portfolio to bring about maximum organization benefit	Priorities determined

Approvals in accordance with the Delegations of Authority; sign off letter of appointment and variations as required.	Decisions and Expenses approved in line with budget and delegation in a timely and accurate manner. These are as per Otago Polytechnic policies as amended from time to time
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Position dimensions *Kā āhuataka tūraka*

List the relevant financial and staffing dimensions for which this position is accountable.

- **Sales/revenue:** 2027: 200 EFTs
- **Budget:** To be advised
- **Number of employees reporting directly:** 4-8

Selection Criteria – Knowledge & Skills *Whakariteka Kōwhiritaka - kā mātauraka me kā pūkeka*

Essential:

- Strong knowledge of the tertiary education sector, international education settings and the factors that influence international student recruitment, conversion, retention, and success.
- Sound understanding of international student compliance requirements, including Immigration New Zealand, Education New Zealand, NZQA, visa, insurance, Code of Practice, and student wellbeing obligations.
- Strong cultural capability, including commitment to Te Tiriti o Waitangi,
- Highly developed relationship management, influencing, negotiation, and stakeholder engagement skills
- Demonstrated strategic thinking and systems leadership, including the ability to design, improve, and embed processes, reporting, workflows, and operating models that support international growth and organisational performance.
- Commercial and financial acumen, including the ability to interpret data, assess market opportunities, understand return on investment, develop revenue forecasts, and support evidence-based investment decisions.
- Proven ability to lead, develop, and sustain a high-performing team culture, with clear expectations, accountability, responsiveness, service excellence, and continuous improvement.
- Exceptional written and verbal communication skills, including the ability to prepare strategy documents, reports, business cases, market updates, presentations, and clear advice for executive and operational audiences.

Desirable:

- Experience using student management, CRM, agent management, or application workflow systems to support international recruitment, conversion tracking, reporting, and student administration.
- Working knowledge of digital marketing, social media, web content, and market-specific collateral used to support international student recruitment and agent engagement.
- Knowledge of Otago Polytechnic policies, systems, programme portfolio, academic processes, student support services, and international student pathways.
- Experience developing or supporting international promotional content, market briefings, agent training material, student stories, brochures, presentations, and digital recruitment resources.

Selection Criteria – Education and Experience *Whakariteka Kōwhiritaka - kā kuraka me kā wheako*

Essential:

- Bachelors degree or equivalent experience
- 3-5 years of senior leadership experience in the international education field
- Demonstrated experience leading an international education function, department, or comparable portfolio with accountability for strategy, people leadership, operational delivery, performance reporting, and financial outcomes.
- Proven experience delivering international recruitment growth, improving conversion outcomes, managing agent networks, and developing successful international partnerships or articulation pathways.
- Strong commercial and financial acumen, including experience developing budgets, revenue forecasts, investment cases, and performance measures for international activity.
- Ability to lead organisation-wide change, influence senior stakeholders, and align academic and service areas behind a shared international growth strategy.

- Ability and willingness to undertake international travel and represent Otago Polytechnic in-country for recruitment, agent management, market development, and partnership activities.
- Experience in facilitating exchanges
- Experience in providing sound advice and guidance
- Proven experience working to and meeting deadlines
- Experience working in a co-operative team environment which is customer centred
- Exemplary people skills able to network and form strong partner relationships
- Cultural competency and experience in relating to people from a variety of world backgrounds and beliefs.

Desirable:

- Significant operational/administration experience
- Financial management experience
- Previous experience in a tertiary environment

Personal Attributes *Kā Āhutatanga Whaiaro*

- Be an effective Te Tiriti o Waitangi partner by supporting the values and tikaka of mana whenua throughout your mahi
- Facilitative and collaborative leadership style
- High level of professional and ethical conduct
- Effective time management skills
- Initiative, enthusiasm and a positive attitude
- Proven ability to work under pressure.
- Flexible, responsive and customer orientated manner

This position description outlines the key accountabilities/ responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.