Senior Manager - Global Recruitment

Kaupapa | Purpose

Provide senior leadership and operational oversight of international student recruitment. Lead and manage Market Managers, ensuring accountability and performance delivery. Drive achievement of recruitment targets and agreed KPIs across priority markets. Contribute to the development and execution of the international recruitment and marketing strategy. Hold responsibility for a defined regional portfolio, adjusted as required to meet organisational priorities. Work closely with the International Director and key stakeholders to ensure coordinated delivery and assurance

Reports to: International Director

Team: Wintec

Remuneration: IEA Band 7 ($108,400 to $135,400)

Date: November 2026

Ngā Hononga Mahi | Working relationships

Internal: Academic kaimahi, administration kaimahi, advisors/consultants, executive members and senior leadership, faculty managers and leaders

External: Consultants, community, employers and employer groups, government agencies, ITOs, ākonga, SAWIT

Resource delegations and responsibilities:

Financial: No

People: 5 direct reports

Ngā mahi | Do

- Recruitment Strategy & Market Performance
- Contribute to the development and execution of the international recruitment and marketing strategy to achieve agreed enrolment and revenue targets. Provide market intelligence, performance insights, and evidence-based recommendations to inform priority markets, channels, and investment decisions
- Lead recruitment planning and initiatives under the direction of the International Director,

- including business cases and continuous improvement opportunities. Operational Oversight & Delivery
- Provide oversight of recruitment activity to ensure delivery is effective, coordinated, and aligned with agreed plans and standards.
- Monitor recruitment performance, conversion outcomes, and pipeline health, escalating risks and opportunities as required.
- Ensure timely, accurate reporting on recruitment activity, market performance, and project delivery. People Leadership & Performance
- Lead, manage, and develop Market/Regional Managers, setting clear expectations and monitoring performance against agreed objectives.
- Support capability development across the recruitment team, including data literacy and evidence-based planning.
- Foster a collaborative, high-performing team culture aligned with organisational values and priorities. Stakeholder & Partner Engagement
- Build and maintain effective relationships with key internal stakeholders to support coordinated recruitment delivery.
- Oversee engagement with agents and external partners, ensuring clear expectations, performance management, and compliance with agreed frameworks.
- Support agent capability, engagement, and review processes in line with institutional priorities. Governance, Risk & Assurance
- Assure recruitment operations through clear accountability, governance oversight, and risk management.
- Ensure recruitment activity aligns with institutional policies, regulatory requirements, and agreed quality standards.
- Support informed decision-making by providing timely advice, insights, and recommendations to senior leadership.

Health, Safety and Wellbeing

- Significant hazards in the area of responsibility are identified, documented and reviewed annually or as new hazards emerge;
- Significant hazards are eliminated, isolated and/or risk minimised;
- Staff in the area of responsibility are involved in the hazard management process;
- Relevant health and safety training is identified and completed for key staff and those with specific job/training requirements;
- Work accidents and incidents are reported as soon as possible after occurrence; investigation reports are completed and recommendations considered.

Wintec culture

- Observes Wintec's mission, strategies, priorities and values in all activities;
- Follows all Wintec's policies and procedures and legislative obligations;
- Demonstrates an understanding and commitment to the principles of the Treaty of Waitangi and Equal Employment Opportunities (EEO);

- Demonstrates an understanding of and commitment to Wintec mission, strategies, priorities and values;
- Promotes equity and diversity in the workplace; builds mutual trust; and treats kaimahi equitably, transparently, fairly and in a culturally appropriate manner;
- Undertakes continuous improvement and development of systems, procedures and service to ensure Wintec maintains and develops its position as a leading provider of vocational education and training.

Other duties

- Performs other duties as may be reasonably required from time to time.

Demonstrate commitment to:

Te Tiriti o Waitangi. Through our developing understanding of our obligations and our connection with Te Tiriti o Waitangi as both individuals and as an organisation.

Ākonga at the Centre. Through prioritising the experience, wellbeing, and success of our ākonga in our decision-making process.

Equity. Through recognition, empowerment, and inclusion, we can give greater acknowledgement of the unmet needs of Māori, Pacific and disabled ākonga and their whānau.

Vocational Education and Training Excellence. Through quality provision for all ākonga, meeting the regional needs of employers and communities.

Pūkenga | Have

Education, Training and Experience

• Must have - Relevant tertiary qualification.

• Desirable - Postgraduate qualification in international education, business, marketing, or a related discipline.

• Significant experience working in international student recruitment or a comparable international education environment.

• Demonstrated experience leading and managing staff, including performance management and capability development.

• Proven success in international student recruitment and marketing, including delivery against enrolment or revenue targets.

• Experience working across multiple international markets or managing regional portfolios

• Experience building and managing relationships with education agents, partners, and other external stakeholders.

• Strong understanding of international education markets, recruitment channels, and student decision-making processes.

• Knowledge of higher education admissions processes and systems. • Experience working with government or sector agencies (e.g. education, immigration, or regulatory bodies). • Demonstrated commitment to quality client service and stakeholder engagement. • High level of cultural awareness and experience working in multicultural environments.

• Ability to travel internationally

• Proven people leadership capability, including setting expectations, managing performance, and developing staff.

• Strong interpersonal and stakeholder management skills, with the ability to influence and collaborate across diverse cultural and organisational contexts.

• Excellent written and verbal communication skills, with the ability to convey complex information clearly and succinctly.

• Strong analytical and problem-solving skills, using data and market insights to inform decisions and drive outcomes.

• High level of digital and data literacy, including CRM systems, reporting tools, and standard office applications.

• Sound judgement and resilience, with the ability to manage risk, respond to issues, and operate effectively in a dynamic environment.

• Strategic mindset with the ability to translate strategy into operational delivery. • High standards of professionalism, integrity, and confidentiality.

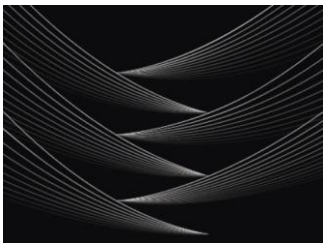
• Negotiation and conflict resolution skills.

• Project management capability across multiple workstreams.

• Flexibility to work across time zones when required

• Desirable - proficiency in one or more foreign languages.

Wintec Values



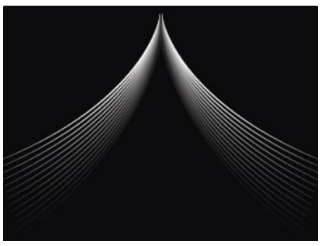
Manawa nui | We reach out and welcome in

We lead with aroha, act with humility, and create space for others to belong. Manawa nui reminds us to extend compassion, to uplift each other, and to hold firm in our values under pressure.



Manawa roa | We learn and achieve together

This is about persistence, patience, and progress. Manawa roa calls us to stick with challenges, grow through feedback, and support each other's learning journey — even when things get hard.



Manawa ora | We strengthen and grow the whole person

Manawa ora speaks to collective wellbeing. It's about restoring balance, nurturing mauri, and creating spaces where we can succeed. Physically, mentally, spiritually, and emotionally.