

TE WHAKAATURAKA MAHI / JOB DESCRIPTION

Position Title <i>Te tūraka mahi</i> : BDM International - China	Area <i>Te Tari</i> : International
Reports to (title) <i>Ka whakarataia e</i> : Director: International	SP10 placement : E Band

Primary purpose *Te take matua*

To work in partnership with the organisation using a proactive approach, supporting and coaching in line with Otago Polytechnic and Te Pūkenga's strategic goals and objectives.

The International Team plays a central role in the implementation of Otago Polytechnic's International objectives including supporting the government's International Education Strategy 2018 – 2030. The Business Development Manager International – China role is responsible for representing, promoting and maintaining new and existing international partnerships through relationship management, marketing and learner recruitment activity in China.

You will contribute to the development of appropriate sustainable levels of activity in marketing, recruitment, administration and support services for international students. You will be responsible for working with an agreed portfolio of the China Market Sector. However, working collaboratively and responsively within the International team means that other sectors may be allocated to you as required by the International Director.

Success in this role will result in securement of education consultancy opportunities with overseas institutions and organisations and conversion of these into measurable outcomes.

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
Market Management	<ul style="list-style-type: none"> Maintain an expert knowledge of key markets, use this knowledge to develop country specific marketing and recruitment plans Work with internal and external stakeholders, such as Study Dunedin and the Dunedin City Council, to define and seek engagement to their operations and practice. Provide high value opportunities to colleges/schools/programmes and that align with the polytechnics' strategic directions. Examples of engagement are professional development of educators, articulation of students into our programmes with advanced standing, project-based experiential learning for students, study abroad and exchange opportunities for our learners and staff, joint research projects, collaborative online international learning (COIL) opportunities etc. Implement recruitment activity in China, remotely or as required, in person; international education fairs, seminars, agent visits and Institutional visits Develop and manage relationships with agents, individuals and groups

	<ul style="list-style-type: none"> • Work with Marketing, Communications and Engagement, and the International Director to ensure there is consistent availability of appropriate marketing collateral to support effective recruitment activity. • Relationships with overseas partners are systematically reviewed, evaluated and developed where further opportunity is identified. This may involve overseas travel. • Opportunities are communicated to the stakeholder, adopted, and are converted into a measurable outcomes • Outcomes are achieved in the identified timeframe. • Contribute to evaluation and review ensuring compliance with the Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021. • Maximise retention of ākonga and pathways on to further study at Otago Polytechnic
Promote Otago Polytechnic as an expert in vocational tertiary education	<ul style="list-style-type: none"> • Otago Polytechnic's reputation as a global leader in technical tertiary education, and in international education opportunities continue to develop. • Established overseas partners provide opportunities that are communicated to stakeholders. • New overseas relationships are secured that provide specific opportunities to stakeholders • Annual campaigns in market are planned, actioned (may include travel to and in market) and reported on
Planning and development	<ul style="list-style-type: none"> • Develop and maintain a comprehensive understanding of education trends in key markets, and identify opportunities • In conjunction with the International team write and implement a strategic plan to deliver outcomes • Half-yearly reports on market trends and opportunities are written and distributed to internal stakeholders.
Assist in the reception and hosting of overseas delegations, and international student enquiries	<ul style="list-style-type: none"> • Host visitors from key markets such as agents, staff of international education institutions, government departments and government agencies using a high degree of multi-cultural intelligence (diplomacy, tact). • Enquiries from local agents and walk-in students are dealt with efficiently and promptly.
Report to ELT on conversion of opportunities to outcomes	<ul style="list-style-type: none"> • Produce quarterly reports showing type of opportunities, and their conversion to outcomes, and outcomes achieved in the last quarter
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 Information Management responsibilities, accountabilities and authorities as outlined in Otago	<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.

Polytechnic Information Management Policy	<ul style="list-style-type: none"> 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 <i>Kā honoka mahi matua</i>	
Key working relationships <i>Kā honoka mahi matua</i>	Nature and purpose of contact <i>Te āhua me te take o te honoka</i>
Director: International	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-leading team environment. Work in partnership with others.
International Educational Institutions	Promotion of Otago Polytechnic, staff/learner exchange, Study Abroad exchange and collaborative research
Educational Agents	Recruitment campaigns through agents to promote Otago Polytechnic.
Internal stakeholders: Heads of College, programme leaders, international liaison staff in schools and programmes	To facilitate the achievement of school's/programme's International objectives and support their international students
Te Ama Ako Learning and Teaching Development Team	Co-delivery of engagements such as professional development training, project-based experiential learning for students, articulation through advanced standing etc.
Study Dunedin	Support the city to grow as a study destination for international students
Education New Zealand (ENZ)	Support ENZ with its promotion of NZ education, and feedback to them their efficacy in markets.

Decision making authority <i>Kā rakatirataka whakatauka</i>	
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

Evaluation of quality of overseas partner institutions and the opportunities inherent in those relationships.	Institutional partnerships Development of professional development opportunities.
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Position dimensions *Kā āhuataka tūraka*

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

- **Sales/revenue:** Nil
- **Budget:** Nil
- **Number of employees reporting directly:** Nil

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

Essential

- Mastery of relevant language in market.
- Comprehensive knowledge of the market’s education system, especially vocational, trades and professional areas.
- High level interpersonal and communication skills
- High degree of multi-cultural intelligence (diplomacy, tact)
- High level of personal integrity.
- Knowledge and experience of business as it is conducted in different parts of the world.

Desirable

- Fluency in an additional Asian language.

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

Essential:

- Undergraduate qualification in relevant major eg, business education
- Marketing or sales and advisory experience

Desirable:

- Marketing or sales qualification

Personal Attributes *Kā Āhuatanga 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.