



Regional Director
(East, South East and South Asia)
Candidate Information Pack (Internal Advertisement)

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ADVERT AND HOW TO APPLY

Job Advert

Role: Regional Director (East, South East and South Asia)

Salary: Competitive

Location: Malaysia / Vietnam / Indonesia

Eligibility: This role is open to existing staff, including contractors and agency staff

As part of our continued drive for growth, we are recruiting a Head of Business Development (East, South East & South Asia), located in region, based in Malaysia, Vietnam or Indonesia. The role will drive the commercial performance of NCUK's Study Centres, driving new business opportunity and increasing revenue to meet growth targets.

You will be responsible for developing and implementing a regional business development strategy and associated marketing strategies, with regular evaluation and reporting on the effectiveness of the plan to ensure appropriate market diversification and subsequently deliver on targets.

The role will require extensive travel within the region and collaborative working, engaging with colleagues from Business Development, Finance, Academic, Marketing and University Partnerships and Placement to ensure that all activity to support growth is effectively coordinated and delivered and aligned with NCUK's strategy.

How to apply

Interested staff are encouraged to apply by submitting an expression of interest, demonstrating how you feel you meet the criteria for the role, with reference to the Job Description and Person Specification. Please include your reasons for applying. Applications should be sent to vacancies@ncuk.ac.uk.

Applications will close at 5pm on 8 July 2022.

Job Title	Head of Business Development/Regional Director
Functional/Regional Responsibility	East, South East & South Asia
Location	Malaysia/Vietnam/Indonesia
Directorate	Business Development
Reports To	Business Development Director
Line Management	Regional Manager East, South East & South Asia

Job Purpose

The Head of Business Development (East, South East & South Asia) is responsible for driving the commercial performance of NCUK's Study Centres, driving new business opportunity and increasing revenue to meet growth targets.

The role is responsible for developing and implementing a regional business development strategy and associated marketing strategies, with regular evaluation and reporting on the effectiveness of the plan to ensure appropriate market diversification and subsequently deliver on targets.

The role will require collaborative working, engaging with colleagues from Business Development, Finance, Academic, Marketing and University Partnerships and Placement to ensure that all activity to support growth is effectively coordinated and delivered and aligned with NCUK's strategy.

Key Responsibilities and Accountabilities

1	To develop a regional strategy working with the Business Development Director and feed into NCUK's overall Business Development Strategy.
2	Identify strategic initiatives to increase market presence across a number of new priority countries whilst providing effective account management of existing Study Centre's to support continued growth and improved financial performance.
3	To identify prospects leading to the development of new high volume and quality Delivery Partners in strategic locations as outlined in the country prioritisation list and in line with the Business Development Strategy.
4	Be responsible for enhancing relationships with existing clients to increase their current spend and product portfolio as well as external stakeholders such as the British Council, regulatory bodies and other organisations and ensure best practice is carried out by direct line reports.
5	To identify in-country degree delivery opportunities, ensuring any pathway partners with aspirations to grow are suitably advised of the opportunities and build a suitable business case to reflect opportunity.
6	To lead NCUK regional teams to implement the regional student recruitment and conversion strategy and ensure that the student recruitment and conversion targets are met

7	To consult with NCUK universities via the University Partnerships and Placement team as appropriate regarding potential partners, business locations and products and to take part in formal and ad hoc groups/meetings that draw on the expertise and experience of NCUK universities to drive new business development.
8	To lead on the preparation of plans to contribute towards NCUK’s strategic planning process and prepare accurate forecast reports as required, to support budgeting forecasts for a 5-year rolling period.
9	To be aware of and responsible for reporting on business trends and government policy with a view to developing new services, products, and distribution channels and enhance existing relationships.
10	To provide timely market feedback on programme, product and value-added services opportunities to contribute towards NCUK plans and development to support growth.
11	To lead on regional approval and contracting process for new Delivery Partners including the induction, provision of the marketing guidelines and any other training deemed appropriate/necessary
12	To lead on the planning of market development events including representing NCUK and supporting the Business Development Director as required
13	To liaise with the Head of Marketing to develop regional marketing plans to increase brand awareness and key messaging to support increased interest from prospective new delivery partners
14	To liaise with Business Development colleagues on behalf of the CEO and NCUK Directors, visit arrangements for senior delegations/visitors to/from the region including advising on cultural issues.
15	To develop and maintain a network of contacts to support the needs of the business and develop relevant relationships with external stakeholders such as authorities, sponsor bodies, Consulate/Visa section, and the British Council.
16	To support NCUK’s product development in the identification and creation of new products and services for the market, including (where required) undertaking consultation with Delivery Partner staff and providing (or coordinating) advice on qualifications and educational structure
17	To provide line management and development to allocated staff in line with NCUK’s HR policy and guidance
18	To work within the allocated budget and report on return on investment
19	To undertake any other duties commensurate with the status of the post, as deemed necessary by the Business Development Director

Your job description does not define or limit your duties and you may be required to carry out other work within your abilities, either for your professional development or the business needs.

Review Arrangements

Over time the nature of the job may change. Consequently, NCUK will expect to revise this job description from time to time and will consult with the job holder at the appropriate time

Qualifications	Essential (✓)	Desirable (✓)
Educated to degree level or equivalent qualification	✓	
Postgraduate degree or Professional Sales, Account Management or Marketing qualification		✓
Experience	Essential (✓)	Desirable (✓)
At least 10 years' proven record of achievement in business development	✓	
Experience of working within international higher education, pathway programmes and transnational education	✓	
Significant experience of managing people, with a track record of delivering commercial success through employees	✓	
Experience of engagement with decision makers within government bodies		✓
Evidence of preparing and presenting business cases/proposals/tenders		✓
Skills/Knowledge	Essential (✓)	Desirable (✓)
Excellent oral, written and interpersonal abilities with the confidence and diplomacy to approach people at all levels of seniority	✓	
Ability to solve problems and work under pressure with great attention to detail, making decisions and accepting responsibility	✓	
Acute awareness of competitor activities in international higher education	✓	
Commercial knowledge to analyse market data and identify new opportunities	✓	
Strong understanding of the British/Australian/New Zealand and North American Higher Education system and the needs and challenges for international students seeking overseas qualifications	✓	
Excellent interpersonal skills, including sensitivity to different cultures and the confidence of giving presentations to large audiences	✓	
Demonstrable understanding of relevant markets	✓	
Ability to make decisions and accept responsibility	✓	
Excellent Microsoft Office skills	✓	
Market Analysis & Research skills and database management skills		✓

JOB DESCRIPTION

Fluency in English	✓	
Personal Styles or Qualities	Essential (✓)	Desirable (✓)
Ability to build strong relationships and demonstrate cross cultural awareness and understanding across a commercial, private sector and academic environment	✓	
Open to travelling within the UK & abroad and a flexible approach to working weekends and bank holidays when necessary	✓	
Creative with an entrepreneurial flair, enthusiastic and committed with high ethical standards and a positive attitude	✓	

OUR VISION

To be the outstanding provider of University pathway programmes and placement services

OUR MISSION

NCUK provides the highest quality university pathway programmes and placement support to our business partners and a well-qualified, diverse supply of students to our university partners.

OUR VALUES

QUALITY

To deliver the highest standards throughout our products, services and communications.

INTEGRITY

To build trust and respect through fairness, honesty, equality and cultural awareness.

INNOVATION

To overcome obstacles and drive effective, efficient delivery with a creative approach.

COLLABORATION

To work together, building successful, lasting partnerships.