



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

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Job Advert

Role: Regional Manager (East, South East & East 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 Regional Manager (East, South East & South Asia), to work within the Business Development Directorate. The role is 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.

Working with the Head of Business Development (East, South East & South Asia), you will lead on partnership development – new and existing, and drive the recruitment of students to NCUK Partners and the inward conversion to NCUK universities. Contributing to the development of opportunities to meet or exceed company and regional goals for profitable revenue growth.

The successful candidate will have exceptional interpersonal skills, be a strong communicator, negotiator and influencer and will be a strong team player with a flexible approach to work. The role will involve regular travel across the allocated region, and occasional travel to the head office in the UK.

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.

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| Job Title | Regional Manager |
| Functional/Regional Responsibility | East, South East & South Asia |
| Location | Malaysia/Vietnam/Indonesia |
| Directorate | Business Development |
| Reports To | Head of Business Development/ Regional Director (East, South East & South Asia)East, South East & South Asia |
| Line Management | None |

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| Job Purpose |
| <p>With direction from the Head of Business Development/Regional Director (East, South East & South Asia)(East, South East & South Asia) to lead on partnership development – new and existing, and drive the recruitment of students to NCUK Partners and the inward conversion to NCUK universities. The postholder will contribute to the development of opportunities to meet or exceed company and regional goals for profitable revenue growth. The successful candidate will have exceptional interpersonal skills, be a strong communicator, negotiator and influencer and will be a strong team player with a flexible approach to work. The role will involve regular travel across the allocated region, and occasional travel to the head office in the UK.</p> |

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| Key Responsibilities and Accountabilities | |
| 1 | Work with Regional Director (East, South East & South Asia) to develop and implement regional sales and marketing plans and monitor the effectiveness of recruitment activity to ensure targets are met. |
| 2 | To manage business development and account management activity within your allocated region/work stream and to work collaboratively across all regions and/or strategic project work streams to ensure the sharing of best practice across the NCUK network |
| 3 | To actively survey the market to identify and develop suitable delivery partners in priority target countries and in line with the Strategic Framework. To ensure that such prospects will deliver a variety of programmes to achieve NCUK objectives and recruitment and conversion targets with a focus on pathway provision |
| 4 | To build and enhance relationships with existing partners to increase their current expenditure, product portfolio and conversion ratio of students to NCUK universities |
| 5 | To support the Regional Director (East, South East & South Asia) with the development of in-country degree delivery opportunities, ensuring any pathway partners with aspirations to grow are suitably advised of the opportunities |
| 6 | To work closely with NCUK functional teams to ensure that the recruitment and conversion targets are met and ensure the smooth transition of prospects to delivery partners |
| 7 | To prepare relevant market plans to contribute towards NCUK's strategic planning process and submit progress and forecast reports as required, ensuring all data is accurate |

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| 8 | To be responsible for delivering key projects and elements of the business development strategy across the region. To acquire, analyse and disseminate market intelligence to inform the strategy |
| 9 | To be the first point of contact for the region, managing communications to key stakeholders and the long-term relationship with delivery partners, delivering of training when required and coordinating the provision of information, materials and guidance to new delivery partners |
| 10 | To manage the approval and contracting process for new delivery partners including the successful onboarding to ensure student number target are met |
| 11 | To lead on the planning of business development events for the region, including representing NCUK and supporting the Regional Director (East, South East & South Asia) as required |
| 12 | To prepare detailed Study Centre engagement plans to share with University Partnerships and Placement team for University Partners to engage with our Study Centres to maximise student recruitment and placement to university |
| 13 | To work with the Marketing team to develop appropriate collateral, (including writing/sourcing second language copy where appropriate), translating, collecting testimonials etc for use in promotions |
| 14 | To liaise with Business Development colleagues on behalf of the CEO and NCUK Directors, to organise visits 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 to allocated staff in line with NCUK's HR policy and guidance |
| 18 | To work within the allocated budget and contribute to the budgeting process. |
| 19 | To undertake any other duties commensurate with the status of the post, as deemed necessary by the Regional Director (East, South East & South Asia) |

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 | ✓ | |
| Marketing or Sales Management qualification or equivalent | | ✓ |
| Experience | Essential (✓) | Desirable (✓) |
| At least 5 years' proven experience of business development | ✓ | |
| Excellent knowledge of the region and its market trends | ✓ | |
| Experience of working within international higher education including pathway programmes | ✓ | |
| Project Management Experience | ✓ | |
| Customer Relationship Experience | ✓ | |
| Skills/Knowledge | Essential (✓) | Desirable (✓) |
| Commercial knowledge to analyse market data and identify new opportunities | | ✓ |
| Expertise at collating, analysing, and disseminating market information, including statistical data | ✓ | |
| Awareness of competitor activities in international higher education | ✓ | |
| Good numerical skills to understand budgets, pricing proposals and profit margins | ✓ | |
| Understanding of the British/Australian/New Zealand and North American Higher Education system | ✓ | |
| Excellent interpersonal skills, including sensitivity to different cultures and the confidence of giving presentations to large audiences | ✓ | |
| Creative approach to problem-solving, and business development challenges and opportunities | ✓ | |
| Ability to make decisions and accept responsibility | ✓ | |
| Excellent administrative and organisational skills, ability to work under pressure, to deadlines and with attention to detail | ✓ | |
| Excellent Microsoft Office skills | ✓ | |

JOB DESCRIPTION

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|---|------------------------|------------------------|
| Market Analysis & Research skills and database management skills | | ✓ |
| 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.