

**NCUK**

THE UNIVERSITY CONSORTIUM

## **Regional Director - Asia**

Candidate Information Pack

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# ADVERT AND HOW TO APPLY

**Role:** Regional Director – Asia

**Location:** In region of Asia

We have an exciting opportunity for a highly motivated, business to business focussed individual to join us as a **Regional Director covering Asia**.

The successful candidate will be responsible for driving the commercial performance of NCUK's Study Centre's, driving new business opportunity, and increasing revenue to meet ambitious growth targets in the region. Experience of complex sales processes and expertise in consultative/relationship sales, along with experience in building a business development pipeline is essential.

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.

The ideal candidate will have:

- Extensive experience in business development and have the ability to build strong relationships, demonstrating cross cultural awareness and understanding across a commercial, private sector and academic environment.
- Work experience in a commercial setting, with experience of business-to-business sales.
- Extensive Industry Knowledge and understanding of the international higher education landscape in East, Southeast and South Asia.
- A consultative sales approach with a focus on listening to prospects, understanding their needs, and developing tailored proposals which align with both businesses. Excellent communication and relationship management skills to effectively interact with clients, senior management, and other team members at NCUK.

For further information on the responsibilities of the role, please refer to the job description and person specification on Pages 7 & 8.

## What we offer

- 40-hour working week
- Holiday entitlement - 35 days total including bank holidays.
- Discounts through Perkbox
- Access to LinkedIn Learning
- Employee Assistance Programme

## How to apply

Please apply by submitting your CV on <https://ncuk.bamboohr.com/hiring/jobs/29> with a short covering letter highlighting how your experience and skills meet the requirements of the job description/person specification, and what your salary expectations are for the role. Your CV should be in Microsoft Word or PDF Format.

At NCUK, we value diversity and strongly encourage applications from individuals with diverse backgrounds, including people with disabilities, women, young people, ethnically diverse people, Veterans and serving British regular or reserve Armed Forces Personnel and the LGBTQ+ community.

We encourage candidates to apply regardless of if you meet all aspects of the job description. We believe in the potential of individuals with varied backgrounds and experiences - your unique skills and perspectives could be a valuable addition to our team!

The closing date for applications will be **8 January 2024**.

Apply today and be a part of our mission to deliver exceptional university pathway programs!

*\*Please note, we reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.*

## What we do

NCUK develops and maintains academic qualifications that prepare students for entry to university. The company also provides university application support services which assists NCUK students in progressing to university following the completion of their course.

NCUK licences delivery of its academic qualifications to Study Centres, and we currently have 100+ Study Centre Partners across 30+ countries. NCUK's Study Centre Partners have an average of around 30 - 50 students and our larger partnerships have over 1000 students registered on NCUK qualifications.

## Academic Qualifications

NCUK currently offers the following qualifications:

- The NCUK International Foundation Year (IFY) is a modular qualification that prepares students for first-year entry to a wide range of bachelor degree courses. Students take a combination of three modules appropriate for their intended degree course and one of NCUK English for Academic Purposes for proof of English where needed.
- The NCUK International Year One (IYOne) in Business, Engineering and Law are first-year undergraduate degree level equivalent qualifications that articulate into the second year of selected undergraduate degree courses at NCUK Universities. The IYOne can be combined with the IFY to form a 2+2 study programme.
- The NCUK International Year Two (IYTtwo) in Business is a second-year undergraduate level equivalent qualification that articulates into the third year of Business undergraduate degree courses at select NCUK Universities. The IYTtwo in Business can be combined with the IFY and IYOne to form a 3+1 study programme.
- The NCUK Master's Programme (MP) provides specialised English for Academic Purposes (EAP) training and an introduction to the research skills needed for success at Masters level.

## NCUK Universities

NCUK has developed partnerships with a 45+ universities worldwide, including the original 10 founder members of the Northern Consortium as well as additional universities in the UK, Australia, New Zealand, Canada, the USA, the Caribbean and Malaysia. These NCUK Universities are the primary progression destinations for students completing NCUK qualifications.

*In addition to these universities further agreements are in place with other international universities.*

## NCUK Staff

NCUK employs approximately 65 permanent staff and buys in services from around 75 external contractors, particularly for academic development and examination activities.

Most of the staff are based in the UK, predominantly in Manchester, with a small team based in a representative office in Beijing, China as well as other members of staff being situated in various locations in the Asia region.

## 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







Our values underpin our organisation and our people.

They are a part of who we are and how we work – both individually and as a company.

Through our values we give our customers the best levels of service and the best experiences.

They enhance our working lives and we actively promote these across the business.

We all hold each other to account and have a responsibility to support each other in promoting and demonstrating these values every day.

<p><b>Agile</b></p>  <p>We respond to market demand proactively and creatively to maximise quality, reputation and impact.</p>	<p><b>Bold</b></p>  <p>We believe in our capabilities and innovate to achieve ambitious goals.</p>	<p><b>Connected</b></p>  <p>We are dedicated to building a global NCUK community with a shared vision for success.</p>
<p><b>Committed</b></p>  <p>We are committed to the pursuit of quality for our partners, students and the business.</p>	<p><b>Driven</b></p>  <p>We are committed to our goals in the long term, and are dedicated to progressing towards them each day.</p>	<p><b>Expert</b></p>  <p>We are experts in our field, and confidently apply our deep sector knowledge to realise our mission.</p>

<b>JOB TITLE</b>	<b>Regional Director - Asia</b>
<b>DEPARTMENT</b>	<b>Business Development</b>
<b>REPORTS TO</b>	<b>Business Development Director</b>
<b>FUNCTIONAL/ REGIONAL RESPONSIBILITY</b>	<b>East, Southeast &amp; South Asia</b>
<b>DIRECT REPORTS</b>	<b>Regional Manager - Asia</b>

## JOB PURPOSE

The Regional Director, Asia is responsible for driving the commercial performance of NCUK's Study Centre's, 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 & ACCOUNTABILITIES

1	Working in collaboration with the Business Development Director other senior management stakeholders, the position's main responsibility will be the achievement of significant sales targets, development and implementation of regional strategy to achieve sales targets.
2	Track and monitor overall commercial growth and sales performance across the Asia region and roll out adjustments to strategies or tactics as needed during the year in order to accomplish targets.
3	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.
4	To identify prospects leading to the development of new high volume and quality Study Centres in strategic locations as outlined in the country prioritisation overview and in line with the Business Development Strategy.
5	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.
6	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.
7	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
8	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.
9	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.
10	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.
11	To provide timely market feedback on programme, product and value-added services opportunities to contribute towards NCUK plans and development to support growth.
12	To lead on regional approval and contracting process for new Study Centres including the induction, provision of the marketing guidelines and any other training deemed appropriate/necessary
13	To lead on the planning of market development events including representing NCUK and supporting the Business Development Director as required
14	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 Study Centres
15	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.
16	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.
17	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 Study Centre staff and providing (or coordinating) advice on qualifications and educational structure
18	To provide line management and development to allocated staff in line with NCUK’s HR policy and guidance
19	To work within the allocated budget and report on return on investment
20	To undertake any other duties commensurate with the status of the post, as deemed necessary by the Business Development Director



# PERSON SPECIFICATION

<b>QUALIFICATIONS</b>	<b>ESSENTIAL (✓)</b>	<b>DESIRABLE (✓)</b>
Educated to degree level or equivalent qualification	✓	
Postgraduate degree or Professional Sales, Account Management or		✓
<b>EXPERIENCE</b>	<b>ESSENTIAL (✓)</b>	<b>DESIRABLE (✓)</b>
Proven extensive record of achievement in business development in both institutional and commercial settings.	✓	
Experience of working within international higher education, pathway programmes and transnational education	✓	
Proven ability to collaborate with senior management in creating annual sales targets, devising growth plans, and executing strategies to meet sales targets	✓	
Significant experience of managing people, with a track record of delivering commercial success through employees	✓	
Experience of engagement with decision makers within government bodies		✓
Experience in developing proposals, writing bids, and tenders to effectively communicate value propositions to prospects		✓
<b>SKILLS &amp; KNOWLEDGE</b>	<b>ESSENTIAL (✓)</b>	<b>DESIRABLE (✓)</b>
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		✓
Fluency in English	✓	
<b>PERSONAL QUALITIES OR STYLE</b>	<b>ESSENTIAL (✓)</b>	<b>DESIRABLE (✓)</b>

## PERSON SPECIFICATION

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	✓	

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 needs of the business.

### 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.