



JOB DESCRIPTION

Job Title:	Regional Manager
School/Department:	Student Recruitment
Job Family and Level:	4
Contract Status:	Permanent
Location:	Future Students Centre (PJ)/ Semenyih campus (when required)
Reporting To:	Deputy Head of Student Recruitment (International)

Generic role:

No.	Description
1	Work is primarily achieved by an individual or through project teams.
2	To lead the planning and implementation of student recruitment and marketing activities in Southeast Asia (primarily Indonesia) for Foundation, Undergraduate and Postgraduate Taught programmes.
3	To maximise the number of quality applications received from those markets and support the conversion of those applicants to enrolled students.
4	Requires travel to key market areas and representation of the University at student recruitment events, schools etc.

Specific role:

No.	Description
1	<p><u>Student Recruitment Planning</u></p> <ul style="list-style-type: none"> Responsible for planning and overseeing the delivery of marketing and recruitment strategies in applications and conversion. In addition to a significant amount of face-to-face outreach with potential students and other stakeholders, champion a digital approach to activity planning and execution, ensuring all content is appropriately targeted, impactful, and engaging. Review the effectiveness of recruitment activities on an on-going basis in line with set evaluation processes and criteria. Make recommendations for and implement agreed changes to ensure maximum impact and value for money, demonstrating the return on investment for all recruitment activities. Develop, grow, and maintain effective working relationships and networks with key individuals internally and externally, and related to higher education in Malaysia and in the identified markets. Externally this includes, but is not limited to; managing a network of student recruitment agents within the assigned target markets, developing and fostering an effective network of contacts in schools, further education and other learning environments, among funding bodies and their representatives. Work closely with Admissions Office, Visa Office and Future Students Centre to ensure we maintain obligations of internal and external policies relating to admissions and quality assurance and provide an excellent service to our applicants and prospective students.

2	<p><u>Delivery of Results and Management of Student Recruitment Agents</u></p> <ul style="list-style-type: none"> • Increase the number of new international students from assigned markets as per the University's strategic aims and targets. • Develop and manage student conversion strategy, working closely with Corporate Marketing, Future Students Centre, Admissions Office and Visa Office. • Monitor and evaluate performance against agreed targets (number of applications, offers, enrolled students, budgets etc). • Evaluate recruitment activity in respect of its value for money, making changes and improvements as necessary. • Monitor market trends and identify new recruitment markets and channels. • Develop and manage quality student recruitment agents to generate target income in identified markets.
3	<p><u>Team</u></p> <ul style="list-style-type: none"> • Be proactive in gathering and sharing data and insights to colleagues within the department and across the University in a systematic way that supports UNM's international strategy development. • Work in partnership with colleagues across Future Students Centre, Corporate Marketing, Admissions, Visa Office, Student Registry, International Student Support, Alumni and Faculties to lead or participate in project teams that support agreed campaigns or activities.
4	<p><u>Professional Skills</u></p> <ul style="list-style-type: none"> • Actively take responsibility for personal career development in all respects. • Through active networking and research, develop a comprehensive awareness of the undergraduate and postgraduate taught market in line with the business strategies of the University.
5	<p>The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The post holder will be expected to undertake other duties as appropriate and as requested by his/her line manager.</p> <p>The post holder may be required to work at any of the locations at which the business of UNM is conducted.</p>

Knowledge, skills, qualifications & experience

	Essential	Desirable
Qualifications/ Education	Degree	Degree
Experience	<ul style="list-style-type: none"> • Minimum 5 years' experience in international student recruitment. • Track record in devising and implementing student recruitment strategies within a target-based environment. • Experience of managing budgets. • Experience of developing recruitment strategies in new geographic markets and with new programme portfolios. 	<ul style="list-style-type: none"> • Experience of undergraduate and postgraduate international student recruitment from the Southeast Asia (primarily Indonesia). • Experience of international agent recruitment and management. • Experience of building and managing relationships with key schools internationally. • Experience of developing conversion activities ie: seminar, open day. • Experience of the UK and/or Malaysia education market.
Skills and Knowledge	<ul style="list-style-type: none"> • High level of organisational and time management skills. • Excellent oral, written communication and presentation skills. 	<ul style="list-style-type: none"> • Understanding and knowledge of the Indonesia, other Southeast Asia, UK and Malaysia higher education.

	<ul style="list-style-type: none"> • Excellent networking skills and ability to work independently and in a team. • Understanding and knowledge of the Malaysia higher education sector. 	
Behavioral Skills	<ul style="list-style-type: none"> • Demonstrates leadership qualities. • Ability to work in a target and results-driven environment. • Professional, credible, commands respect. • Enthusiastic self-starter, highly goal oriented. • Willingness to spend significant periods of time travelling outside Malaysia. • Able to work beyond normal working hours, depending on business needs. • Decisive. • Creative and innovative. • Excellent interpersonal and communication skills. 	