

International Market Manager, South Asia & Middle East

Reports To	South Asia & Middle East Regional Director
Location	Auckland
Direct Reports	Nil
Tenure	Permanent
Last Reviewed	July 2016

Organisational statement

Education New Zealand's purpose is to take New Zealand's education experiences to the world for enduring economic, social and cultural benefits.

Education New Zealand (ENZ) aims to help our industry achieve growth through our research and marketing programmes, collaboration with our international education partners, our involvement in student recruitment and business development initiatives.

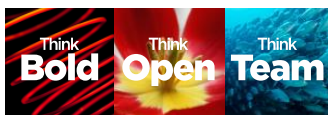
Relationship management

The position maintains close and effective working relationships with:

Internal	<ul style="list-style-type: none"> • Work collaboratively with the Regional Director, Market Development Managers and regional team members. • Liaise with and maintain effective working relationships with all employees in Education New Zealand and with ENZ's Board.
External	<ul style="list-style-type: none"> • Liaise with and maintain effective working relationships with other organisations which can facilitate education business growth in the country/region including: <ul style="list-style-type: none"> • New Zealand and foreign Government Agencies • Education providers • Education sector and collaborative groups • Other stakeholders • Marketing and media agencies

Purpose

This position is the critical connection point between our international teams, our NZ based teams, and the New Zealand education industry. As such, the position works closely with international and domestic teams to develop and implement Country Activity Plans (CAPs) which help to implement Education New Zealand's strategy.



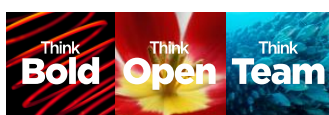
The International Market Manager is responsible for:

- Working closely with the country Market Development Managers to identify and deliver on opportunities offshore for the New Zealand export education sector.
- Supporting and enabling the Regional Director to manage important issues and projects relevant to their region.
- Ensuring the effective operation of the international team with its dispersed network of offices operating remotely, and the international team's engagement with the education industry.

Key accountabilities for this position

In this position you will be responsible for delivering on the following key accountabilities:

Business Development and Delivery	<ul style="list-style-type: none"> • Assess the market and analyse opportunities and competitors for New Zealand education providers. • Develop an understanding of the countries' education policies and inform ENZ of opportunities or barriers for the export education sector. Scope out the work required to remove barriers or take advantage of the opportunities identified. • Identify and understand opportunities for the export education sector generated by any NZ Inc initiatives or where the New Zealand government has made significant investment. • Work collaboratively in developing, implementing and updating CAPs for the region. As part of the CAP process identify the resource requirements. • Provide support to the Regional Director by keeping fully abreast of and involved in the CAP process, managing key projects, and keeping the in-market team informed of organisational priorities. • Deliver quality services to customers, by undertaking final quality assurance of the written work completed for customers in the South Asia and Middle East region. • Work collaboratively alongside other ENZ teams in planning and coordinating inward and outward ministerial missions for all delegations; and for delivering marketing events and plans.
Relationship Management	<ul style="list-style-type: none"> • Build strong relationships and understanding of industry and represent the region in key meetings with industry. • Actively share knowledge and understanding of industry with international teams. • Act as the domestic 'buddy' for new recruits in the South Asia and Middle East region, providing a critical contact for up-skilling new recruits on core organisational processes and priorities (with a NZ focus). • Work collaboratively with the Regional Director and liaise with and maintain effective working relationships with all employees in ENZ and with ENZ's Board. • Act as the 'face of the region' alongside other ENZ teams to represent ENZ during inward and outward ministerial missions.

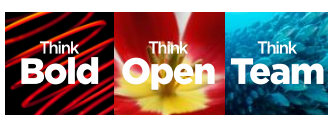


Professional Behaviour	<ul style="list-style-type: none"> • Work collaboratively as part of ENZ. This requires the incumbent to be decisive, take initiative and explore options but to also accept collective responsibility for decisions made. • Lead and model the ENZ “Ways of Working” (WOW) with the rest of the organisation. • Promote the purpose, WOWs, beliefs of ENZ including good employer principles and practices and high standards of integrity, trust and behaviour in all operations of the business. • Create and maintain corporate information to high standards to ensure we can meet our reporting obligations.
Safety and Wellbeing	<ul style="list-style-type: none"> • Take reasonable care for his or her own health and safety. • Take reasonable care that his or her acts or omissions do not adversely affect the safety and wellbeing of other people. • Comply, so far as reasonably able, with any reasonable instruction that is given to them by ENZ to allow ENZ to comply with the law. • Cooperate with any reasonable policy or procedure of ENZ relating to health or safety at the workplace that has been notified to staff.

To be successful in this position

For this position ENZ will recruit talented people who can demonstrate they have the following attributes:

- A tertiary qualification in business, marketing or another relevant discipline
- Business development experience (not extensive) with particular emphasis on working in international and commercial environments
- Experience and working knowledge of South Asia and Middle East
- Relevant second language skills would be an advantage
- Demonstrated ability to think strategically about market, political, environmental and cultural issues and operationalise an effective plan
- Well-developed project management and delivery capability, particularly the delivery of complex multidisciplinary projects, or projects that are politically sensitive
- Well-developed research and analytical skills
- Excellent interpersonal skills including communication (both oral and written) and presentation skills
- Demonstrated ability to organise self and team to achieve work programme, meet deadlines and manage conflicting deadlines and requirements
- Strong ability to network, build and maintain effective relationships with key stakeholders
- Research related experience in business or marketing
- A demonstrated commitment to the provision of quality services
- Ability and flexibility to travel to Wellington and into the markets (e.g. South Asia and Middle East as required).



Role competencies

For this position ENZ will recruit talented people who can demonstrate they have the following competencies:

Business Acumen	Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/her business and organisation; knows the competition; is aware of how strategies and tactics work in the marketplace
Global Business Knowledge	Understands business on a global scale; understands what works in many countries; understands what's different from country to country; understands global differences in customers; knows how capital flow and operates internationally; understands that different laws and regulations govern global business; is learning agile; understands that different approaches work in different places.
Cross-Cultural Agility	Knows how to work the local culture; is not afraid of committing to a course of action to get started; has the courage of his/her convictions; understands the need for flexibility; won't let unresolved issues drift engages in-country locals in dialogue about how to get things done; is willing to start something and make adjustments along the way; is not afraid to try something never done before; will advocate with the home office for a locally driven initiative.
Integrity and Trust	Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
Customer Focus	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
Innovation Management	Is good at bringing the creative ideas of others to market; has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in the marketplace.
Motivating Others	Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; can assess each person's hot button and use it to get the best out of him/her; pushes tasks and decision down; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.
Peer Relationships	Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

