



Director Student Experience

Reports To:	General Manager, Student Marketing
Location:	Auckland
Direct Reports	TBA
Tenure	Permanent
Last Reviewed	October 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.

Group Purpose

The purpose of the Student Marketing Group is to:

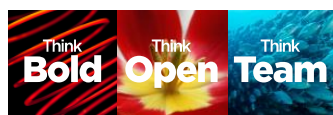
- Develop the value proposition for a NZ education for international students
- Position, develop and provide guardianship of NZ's international education brand
- Lead research and insights across student attraction, experience and alumni
- Review and refine the channel strategy across digital, social, events, agents and other channels
- Develop and deliver activity to attract students across a range of channels
- Lead and drive the student experience in New Zealand, including students' well-being
- Lead a strategy and activity for building a valued alumni network of students who have had an international education experience
- Develop advocacy across both existing students and alumni
- Maximise and leverage NZ's and ENZ's scholarship assets, developing a strategic approach to NZ government co-ordination of scholarships
- Build alignment across ENZ Groups to maximise information sharing, thought leadership and co-ordination of effort.

Role Purpose

The Director, Student Experience leads Education New Zealand's focus on developing a strong, positive student experience that delivers on our brand promise and ensures strong advocacy for a New Zealand education from both existing students and alumni.

The Director, Student Experience:

- Leads ENZ's approach to student experience for international students across New Zealand by working with education providers, student groups, government agencies, local government and community groups to ensure on-going improvements across agencies and a transparent, responsive mechanism to address any international student experience issues
- Ensures New Zealand delivers a consistently high quality international student experience that lives up to our brand promise, ensures student well-being and provides New Zealand education with a strongly competitive point of difference



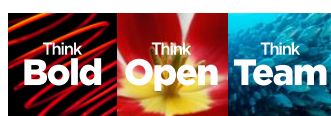


- Brings the international student experience and student voice into key decision-making – within ENZ and across New Zealand Government agencies – to ensure consistent standards of high quality education, pastoral care and living experience are the mark of international education in New Zealand.

Relationship Management

The position maintains close and effective working relationships with:

Internal	<ul style="list-style-type: none"> • GM, Student Marketing • Chief Executive • Senior Leadership Team • International Brand Manager • International Digital Programmes Manager • Regional Programme Manager • Customer Managers • Communications Manager • Regional Directors • Engagement Manager • Senior Advisor Communications (NZ)
External	<ul style="list-style-type: none"> • International Education Providers • Student services providers and community groups • Auckland Leadership Group on International Education • Auckland Tourism Events and Economic Development (ATEED) • Auckland Futures Group • Auckland City Council • MoE Regional Directors • Government education agencies including MoE, NZQA, INZ etc. • Government support agencies including NZ Police, MSD, MBIE etc. • International Student Associations and Groups • Office of the Race Relations Commissioner • Consular staff representing significant international student groups • New Zealand Immigration Advisers Authority • Economic Development Agencies New Zealand wide • Local and Regional Councils New Zealand wide • Marketing partners including advertising, digital, media and research agencies

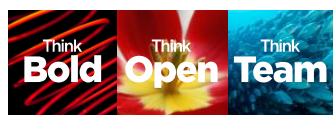




Key accountabilities for this position

In this position the Director is responsible for delivering on the following key accountabilities:

Leadership	<ul style="list-style-type: none"> • Provide effective leadership for addressing and improving the experience of international students in New Zealand • Coordinate effective action across government agencies, education providers and community groups • Ensure a transparent, responsive process exists to address issues associated with the international student experience in New Zealand • Contribute to telling a positive story of the importance of international students and the opportunities and benefits they create for themselves and for all New Zealanders
Relationship Management	<ul style="list-style-type: none"> • Coordinate effective action across a wide range of government agencies, education providers, and community groups • Coordination and communication across ENZ to keep Student Experience top of mind and to deliver on the Student Experience strategy
Brand Experience	<ul style="list-style-type: none"> • Develop strategies and tactics to ensure New Zealand delivers a student experience that supports our Think New brand promise and positioning • Work closely with key functional teams and staff across ENZ, both onshore and offshore, to deliver these strategies and tactics
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"> • Monitor and manage leave entitlements for self • 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 health and safety 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 in the workplace that has been notified to staff.

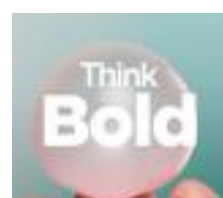




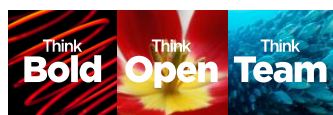
To be successful in this position

For this position the Director, Student Experience needs to demonstrate the following:

- A tertiary qualification in a relevant discipline
- An understanding and significant knowledge of New Zealand's international education industry
- Significant leadership experience in large scale International Student Recruitment or International Student Support, preferably in a New Zealand or Australian context
- Demonstrable experience in developing and delivering complex outcomes across multiple business units within a large organisation or across multiple organisations
- A track record in ensuring customer experience is aligned with brand strategy and by doing so helps build the brand
- Experience in the use of digital technology and social media to connect with customers and build their brand experience
- Ability to identify key issues and risks associated with international students and student support services
- Knowledge of central and/or local government processes is desirable
- Ability to provide effective leadership across a complex landscape and to coordinate the efforts and responses of a range of government agencies, NGOs, community groups
- A high level of credibility within the industry and government agencies would be an advantage
- Excellent interpersonal and relationship management skills with a collaborative style of engagement and constructive problem solving

Our Ways of Working

	<p>Be rich in ideas and confident in the team's ability to turn them in to realities. Be courageous. Constantly challenge what's gone before and help shape what's coming.</p>
	<p>Get involved. Be inclusive. Respect opinions, relish feedback. Listen, really listen. Discuss. Understand. Refine. You are restricted by the limitations of what you know. But, with an open mind, those restrictions disappear.</p>
	<p>Know that we are amongst the most knowledgeable, passionate and innovative people in our industry. Each of us is talented. But together, we are world class. It's through our individual actions that we'll find success together.</p>





Role specific competencies

The Director, Student Experience should demonstrate 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.
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 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.
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.
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 flows and operates internationally; understands that different laws and regulations govern global business; is learning agile; understands that different approaches work in different places.
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.
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.
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; 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.

