

International Market Manager, China & North Asia

Reports To:	Regional Director, China and North Asia
Location:	Wellington
Direct Reports	Nil
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

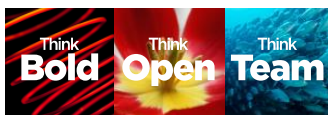
The purpose of the International Group is to lead and coordinate:

- The provision of market intelligence and targeted advice and support to ENZ's Strategy and Insight Group, the Industry Development Group and the Student Marketing Group and to the NZ international education industry;
- Input into the country and regional activity annual planning process;
- Support to the education industry in establishing and maintaining relationships with foreign education institutions;
- Introductions to possible offshore partners in relation to opportunities that could lead to growth/business outcomes;
- Influencing key decision-makers – including foreign governments and associated agencies – to ensure a positive perception of New Zealand education and the on-going removal of barriers to recruitment and to enhanced education cooperation; and
- Leveraging two-way high-level visits for education outcomes.

Role Purpose

The International Market Manager, China & North Asia is responsible for:

- Working closely with the Market Development Managers to identify and deliver on opportunities offshore for the New Zealand export education sector.
- 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.

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: • New Zealand and foreign Government Agencies • Education providers • Education sector and collaborative groups • Other stakeholders • Marketing and media agencies

Key accountabilities for this position

In this position the International Marketing Manager is responsible for:

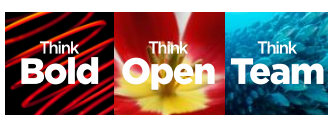
Business Development And Delivery	<ul style="list-style-type: none"> • Assess the market and analyse opportunities and competitors for New Zealand education providers • Develop an understanding of the countries' education policies and inform ENZ of opportunities or barriers for the export education sector. 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 and implementing Country Activity Plans for the region. As part of the CAP process identify the resource requirements. • Provide support to the Regional Lead, North Asia including 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 Greater China region.
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	<ul style="list-style-type: none"> • 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 • Work collaboratively with the Regional Lead, North Asia 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 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 at the workplace that has been notified to staff.

To be successful in this position




For this position the International Market Manager China and North Asia needs to demonstrate the following:

- 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 in the Greater China, Japan, Korea region would be valuable
- 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.
- Demonstrates 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.

Our Ways of Working

	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.
	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.
	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.

Role competencies

The International Market Manager China and North Asia should demonstrate the following competencies:

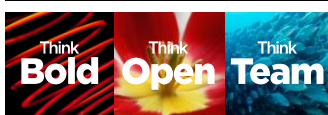
Business Acumen

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-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.

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.

