



Manager – Agents

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| Reports To | General Manager, Student Marketing |
| Location | Wellington or Auckland |
| Direct Reports | Nil |
| Tenure | 2 Year Fixed Term |
| Last Reviewed | July 2017 |

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

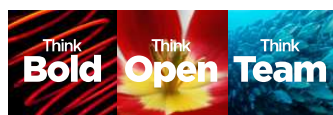
The purpose of the Student Marketing Group is to:

- Champion the student and develop a seamless experience across student acquisition, study and post study
- Position, develop and provide guardianship of NZ's international education brand
- Lead research and insights across student attraction, experience and alumni
- 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
- 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 purpose of the Manager – Agents' role is to:

- Lead ENZ's relationship with education agents to grow the value of international education to New Zealand, to enhance the student experience and to enhance New Zealand's reputation as a high quality education destination.
- Lead ENZ's engagement with education providers to ensure they understand their obligations regarding agents under the Code of Pastoral Care for International Students and are adopting best practice management approaches for working with agents.





Relationship Management

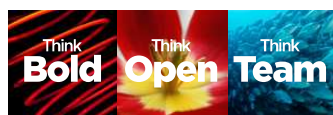
The position maintains close and effective working relationships with:

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| Internal | <ul style="list-style-type: none"> • Student Marketing Group • Industry Development Group • Regional Managers and • In-market teams |
| External | <ul style="list-style-type: none"> • NZ Inc agencies • Immigration Advisors Licensing Authority (IALA) • Education providers across New Zealand • ENZRA and other Agents globally |

Key accountabilities for this position

In this position the Manager - Agents is responsible for delivering on the following key accountabilities:

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| Management of Agent Partners | <ul style="list-style-type: none"> • Develop and operationalise an effective Agents programme (ENZRA) based on the agreed strategic approach, working closely with key NZ Inc. agencies and ENZ in-market teams to ensure the programme meets the agreed objectives and outcomes for New Zealand • Monitor the performance of Agents and trained agents to ensure their activities are enhancing the student experience and enhancing New Zealand's reputation as a high-quality education destination • Lead the redevelopment of ENZ's online agent training programme to ensure that, to the fullest extent possible: • Agents understand New Zealand's education system, our laws and regulations etc. so that they can provide effective counselling to prospective students; and • Education providers understand their obligations regarding agents and are equipped with the skills, knowledge, and tools to implement best practice approaches for agent management |
| Evaluation | <ul style="list-style-type: none"> • Monitor the performance of agents that ENZ is partnered with • Monitor and report on the return on ENZ's investment in different agent activities and initiatives • Evaluate where agents and ENZ's investment in agent activity is best generating value and complementing other ENZ channels • Recommend how to refine activity investment and activity |



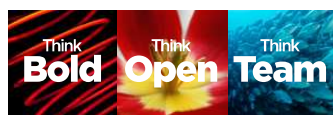


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| Relationship Management | <ul style="list-style-type: none"> • Build and maintain a positive network of strategic relationships with key Agents (ENZRA), ENZ staff, and NZ Inc. agency partners • Maintain oversight of all agent business partner communications, both informing other stakeholders and proactively seeking to be kept informed where there are multiple touch points across ENZ • Create an inclusive, collaborative one-team approach to ensure work and engagement with Agents is informed, organised, professional and value adding |
| Business Partnership | <ul style="list-style-type: none"> • Create and maintain accurate agent business partner information in the ENZ customer relationship management system for ENZ use • Prepare agent related reports and strategy papers for the Lead Team, the Board and Ministers, draft ministerial responses, briefing papers and responses to parliamentary questions, meeting ENZ Plain English Standard • Acts as the primary agent business partner contact point for ENZ • Is the custodian of the ENZ agent business partner relationship and represents them internally and externally |
| 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 safety and wellbeing • 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 him or her 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

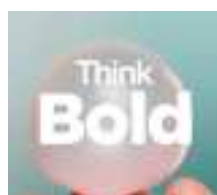
For this position the Manager - Agents will have:

- A tertiary qualification in business management, marketing or another relevant discipline
- Experience in developing, managing and supporting third party sales channels or agent networks



- An understanding of the education sector, the international education industry, and the role of education agents would be desirable
- Experience in developing, managing, evaluating and supporting third party sales channels and integrating these with other channels
- Experience and understanding of the New Zealand government and political environment
- Ability to demonstrate an appreciation and application of analytics and intelligence to inform strategy development and problem solving
- An ability to demonstrate a flexible and creative approach to problem solving, good judgement and a proactive, positive “can do” attitude
- An ability to demonstrate leadership and management experience, with particular capability in providing thought leadership, facilitating discussions and influencing decision-making at a senior level
- Exceptional interpersonal and relationship management skills with a collaborative style of engagement
- Excellent communication skills, both oral and written
- An ability to demonstrate an ability to organise to achieve the work programme, meet deadlines and manage conflicting deadlines and requirements in a dynamic work environment
- Capability to perform effectively as part of a team.

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.



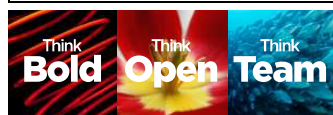
Know that we are amongst the most knowledgeable, passionate and innovative people in our industry. Each of us is talented. But together, we are world class. It’s through our individual actions that we’ll find success together.

Role specific competencies

The Manager – Agents 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.

