



Programme Manager

Reports to:	Market Manager, Vietnam
Location:	Ho Chi Minh City
Tenure:	Fixed Term - 12 months
Budget Responsibility:	Nil
Last reviewed	October 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) promotes New Zealand as an education destination, through marketing, public relations and communications activities, business development, and through collaboration with our international education partners.

Group Purpose

The purpose of the SSEAME team is to lead and coordinate:

- The provision of market intelligence and targeted advice and support to the NZ international education industry, ENZ's Strategy and Insight Group, the Industry Development Group and the Student Marketing Group;
- Development and implementation of Country Activity Plans, to raise the value of international education to New Zealand in priority markets,
- Channel development and promotional activities in support of the Country Activity Plans, e.g. agent relationships, promotional initiatives, and public relations activities,
- 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 enhance education cooperation.

Purpose

The purpose of the Programme Manager is:

- assisting with promotional events, including organising, bookings of venues and facilities, communicating with education agents and other suppliers
- supporting promotional presentations and workshops about New Zealand; for students, schools, families and education agents
- gather in-market intelligence and writing draft market analysis reports and briefings, provide for the Market Manager for review.
- assisting education agents and business partners with external communication, including liaising with Immigration New Zealand and other New Zealand Government agencies; and
- manage marketing collateral and stock reconciliation
- Coordinate logistical arrangements for New Zealand education officials and Minister visits.



This position works closely with the wider South/South East Asia teams and the Middle East (SSEAME) team to execute country plans, which help to implement Education New Zealand's strategy.

The Regional Manager, South East Asia, has overarching management responsibility for the South East Asia region including the Ho Chi Minh Office.

Relationship Management

Internal	<ul style="list-style-type: none"> • Work collaboratively with the Market Manager, Vietnam, the wider South East Asia regional team and SSEAME team. Liaise and maintain effective working relationships with all Education New Zealand staff.
External	<ul style="list-style-type: none"> • Liaise with and leverage effective working relationships with external organisations and stakeholders to 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 peak bodies and collaborative groups ○ Marketing and media agencies ○ Education agents ○ Ministry of Foreign Affairs and Trade (MFAT) ○ New Zealand Trade & Enterprise (NZTE) ○ Immigration New Zealand (INZ) ○ Staff at other New Zealand Embassies/Consulates in the region.

Key Accountabilities for this position

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

Key Stakeholder Engagement	<ul style="list-style-type: none"> • Contribute to leveraging strong relationships with key stakeholders to enhance sector relationships and market knowledge in: <ul style="list-style-type: none"> – Vietnam government – Vietnam education industry – Relevant Vietnam private sector companies – New Zealand Inc, both government and private sector – Marketing and media agencies – Education agents – New Zealand alumni • Gain an in-depth knowledge of New Zealand educational institutions and education sector capabilities. • Work with New Zealand education providers and support their market entry and growth strategies. • Liaise with students interested in New Zealand education opportunities, also maintain contact with current and past students.
-----------------------------------	---






Business Development and Delivery	<ul style="list-style-type: none"> • Support business opportunities for New Zealand export education sector generated by New Zealand Inc initiatives or where the New Zealand Government has made significant investment. • Promote and market New Zealand as a high quality education destination. • Provide operational support including project management, budget management and/or event coordination of promotional functions, e.g. trade fair exhibitions and in-market events. • Assist with facilitating Ministerial and other high profile visits to Vietnam. • Support media/PR planning and activities as required. • Provide in-market intelligence for market research as required. • Develop an understanding of Vietnam's education policy and inform Education New Zealand of opportunities or barriers for the export education sector. • Identify and analyse market opportunities for New Zealand education providers. • Contribute to the development and implementation of country strategies for Education New Zealand.
Professional Behaviour	<ul style="list-style-type: none"> • Work collaboratively as part of Education New Zealand. 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 Education New Zealand "Ways of Working" (WOW) with the rest of the organisation. • Promote the purpose, WOWs, and beliefs of Education New Zealand 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 Education New Zealand to allow Education New Zealand to comply with the law • Cooperate with any reasonable policy or procedure of Education New Zealand relating to health or safety in the workplace that has been notified to staff.

To be successful in this position

For this position to be successful the Programme Manager, Vietnam needs to demonstrate the following:

- At least three years marketing/sales and public relations experience in Vietnam.
- Business development experience in Vietnam - preference given to international and commercial environments.
- Fluency in Vietnamese and English (oral and written).
- Studied in an English-speaking country, preferably New Zealand.
- Excellent interpersonal, communication and presentation skills.
- A tertiary qualification in business development or another relevant discipline is preferable.
- Experience and demonstrated understanding of New Zealand and Vietnam's education systems.
- Experience in providing support with intergovernmental relations.
- Direct experience in international education sector preferable.
- Well-developed project management and delivery capability; particularly delivery of complex multidisciplinary projects or politically sensitive projects.
- Good research and analytical skills.
- A demonstrated commitment to providing quality services.
- Strong relationship building and networking capability.
- Proficiency in computer systems e.g. Microsoft office.
- Flexibility to travel within the region and across Vietnam.
- All requirements to legally live and work in Vietnam.

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 Programme Manager 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.