



Regional Director

Reports To:	Chief Executive
Location:	3 Locations: Currently Dubai, Beijing and Wellington
Direct Reports	Varies
Tenure	4 years fixed term (Dubai & Beijing) Permanent (Wellington)
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

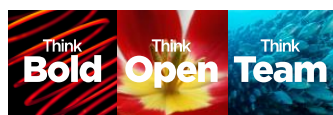
The purpose of the International Group is to lead and coordinate:

- 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;
- Leveraging two-way high-level visits for education outcomes;
- Work across all parts of ENZ to ensure all elements of what we do are coordinated and aligned with ENZ strategic goals
- Development of a globally consistent suite of services to NZ providers, businesses and government

Role Purpose

The Regional Director is responsible for providing leadership of a Region, advice, and in-market engagement to ensure the achievement of ENZ goals. The Regional Director, as a New Zealand government diplomatic representative, has responsibility on behalf of NZ Inc for managing the bilateral government-to-government education relationships.

This role is one of three Regional Director roles. The three Regional Directors are expected to work closely together to coordinate resources and monitor and manage workloads across ENZ's international network.





The Regional Director works closely with domestic teams to develop and implement regional and country activity plans which help to deliver ENZ's strategy.

As a member of the Leadership Team, the Regional Director is expected to model ENZ's Ways of Working (WOW) to LT members, staff and external parties. It should also be noted that the Regional Director position carries with it the diplomatic rank of Counsellor (Education).

Relationship Management

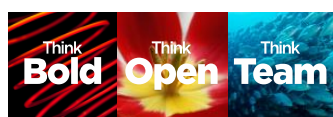
The position maintains close and effective working relationships with:

Internal	<ul style="list-style-type: none"> • Leadership Team • Other Regional Directors • Direct reports • Other ENZ staff onshore relevant to the design, implementation and delivery of work within their region
External	<ul style="list-style-type: none"> • New Zealand Inc government agencies operating in the region of responsibility • Host and accredited government officials in education ministries and associated agencies • Foreign and New Zealand education industry including institutions, agents and other businesses • Marketing and media agencies in-market

Key accountabilities for this position

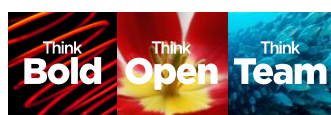
The Regional Director is responsible for delivering on the following key accountabilities:

Team Leadership and Management	<ul style="list-style-type: none"> • Lead, direct and manage the regional team focusing effort and activity in developing and delivering the international country and market activity plans. • Work closely with other Regional Directors to ensure resourcing issues are identified and managed globally • Ensure the effective management of the offices within the region including: <ul style="list-style-type: none"> ○ Development, delivery, forecasting and reporting against plans ○ Staff-related issues and active management of performance ○ Safety, wellbeing and security issues ○ Management of the budget for the region. • Provide regular reporting of key performance measures. • Development of annual performance agreements and professional development plans for staff and oversight of all performance agreements in the region. • Delivery of results.
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Relationships development and management	<ul style="list-style-type: none"> • Understand the impact of host governments on the international education industry and develop and maintain relationships with those assessed to be of greatest importance to achieving New Zealand's international education interests. • Cultivate relationships with key education agencies in-market to understand how New Zealand is perceived in-market and identify barriers to sending students to study in New Zealand. Consider establishing formalised partnerships (with targets). • Contribute to the delivery of NZ Inc initiatives and/or strategy for the region where this supports the industry. • Work with the General Manager, Stakeholders & Communications on Government engagement, Ministerial visits and PR. • Work with the General Manager, Industry Development on effective engagement with providers and other industry partners.
Public Relations; Marketing and Communications	<ul style="list-style-type: none"> • Contribute to and deliver a marketing strategy for the region (together with the Student Marketing Group) which helps raise New Zealand's international education industry profile in the region. • Manage any PR contracts to ensure impact and value-for-money. • Identify target messaging for markets of responsibility and ensure that PR and media/communications work is consistently building on this messaging (including on ENZ-run social media channels). • Build relationships with leading media outlets and possible key opinion leaders. • Ensure successful delivery of all events in the region. • Proactively manage any issues which have the potential to damage New Zealand's reputation as a study destination and education business partner, including via direct media engagement.
Business Development and Market Analysis	<ul style="list-style-type: none"> • Assess the market and analyse opportunities and competitors for New Zealand education providers. • Develop an understanding of local 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. • Pre-empt issues that may require political or other high level intervention. • Prepare and support staff in the creation of key reports and strategy papers for the Leadership Team, the Board and Ministers. • Draft ministerial responses, briefing papers and responses to parliamentary questions.



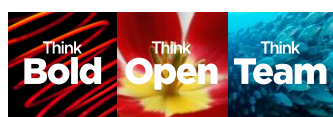


Professional Behaviour	<ul style="list-style-type: none"> • Work collaboratively as part of ENZ. This requires the incumbent to be decisive, take initiative and explore options but to also accept collective responsibility for decisions made. • Lead and model the ENZ “Ways of Working” (WOW) with the rest 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 far as reasonably possibly, the safety and wellbeing of staff within the region • Monitor and manage leave entitlements for self and staff across the region. • 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 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 in the workplace that has been notified to staff.


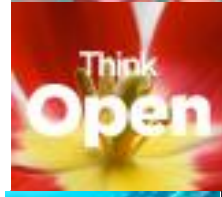

To be successful in this position

The Regional Director should demonstrate the following attributes:

- A tertiary qualification in a relevant discipline
- An understanding of the education sector and international education industry
- Experience and understanding of the New Zealand government and political environment
- Ability to demonstrate a flexible and creative approach to problem solving, good judgement and a proactive, positive “can do” attitude
- In-depth leadership and management experience, with particular capability in providing thought leadership, facilitating discussions and influencing decision-making at a senior level
- Excellent communication skills, both oral and written
- Cross-cultural understanding and sensitivity and personal attributes which would facilitate effective management and networking in the countries for which this role is responsible
- Ability to demonstrate an ability to organise self and team to achieve work programme, meet deadlines and manage conflicting deadlines and requirements in a dynamic work environment
- High level of credibility with the market allowing access to key influencers and decision makers and the development of key strategic alliances
- Senior public and or private sector experience gained overseas and / or in New Zealand
- Strong understanding of marketing and communications, with media experience ideally in an international environment
- Proven experience of leading and managing a culturally diverse and regionally-dispersed team
- Capability to perform effectively as part of an executive team
- Ability to gain and maintain a New Zealand security clearance.



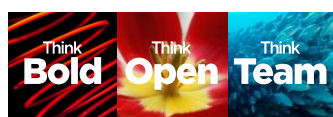
Our Ways of Working

	<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 Regional Director should demonstrate the following competencies:

<p>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.</p>
<p>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.</p>
<p>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.</p>
<p>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.</p>




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.

