



## Regional Lead, South East Asia

<b>Reports To:</b>	Regional Director
<b>Location:</b>	Singapore
<b>Direct Reports</b>	5 FTEs
<b>Tenure</b>	Permanent
<b>Last Reviewed</b>	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

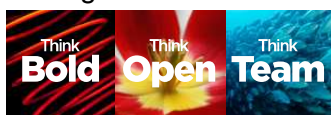
The purpose of the South, South East Asia & Middle East team is to lead and coordinate:

- 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;
- Marketing and promotional efforts within targeted markets, including the delivery of promotional campaigns, education fairs, promotional campaigns and alumni initiatives;
- 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 Regional Lead, South East Asia, is responsible for

- Actively seeking and leveraging opportunities with NZ Inc and Industry partners to influence international education outcomes.
- Managing and providing support and coaching to the team, including overseeing the appointment of new positions as ENZ increases its investment in the South East Asian region.
- Acting as ENZ's spokesperson in-market, including deputising for the Regional Director as required
- Working closely with in-country staff to identify and deliver on opportunities in other countries for the New Zealand export education sector
- Working with the Regional Director to manage important issues and projects relevant to the region in New Zealand.





- Contributing to the effective operation of the international team with its dispersed network of offices operating remotely from New Zealand.

## Relationship Management

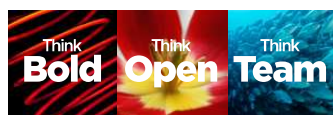
The position maintains close and effective working relationships with:

<b>Internal</b>	<ul style="list-style-type: none"> <li>• Leadership Team including Regional Directors</li> <li>• Other Regional Lead, North Asia</li> <li>• Direct reports</li> <li>• Other ENZ staff</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• New Zealand and foreign government agencies</li> <li>• Education providers</li> <li>• Education sector and collaborative groups</li> <li>• Other stakeholders</li> <li>• Marketing and media agencies</li> </ul>

## Key accountabilities for this position

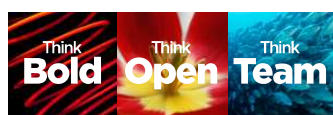
The Regional Lead, South East Asia, is responsible for delivering on the following key accountabilities:

<b>Management</b>	<ul style="list-style-type: none"> <li>• Ensure that performance plans are developed and implemented for all staff, setting clear KPIs and professional development plans and monitoring and reviewing regularly</li> <li>• Build a strong team spirit and level of engagement within own team</li> <li>• Deputise for the Regional Director as required</li> </ul>
<b>Strategic Relationships</b>	<ul style="list-style-type: none"> <li>• Actively seek and leverage opportunities with NZ Inc and Industry partners to influence international education outcomes</li> <li>• Develop and maintain a positive network of strategic relationships with key stakeholders, influencers and decision makers on a national, regional and sector basis</li> <li>• Build strong networks and represent the region and ENZ in key meetings with NZ Inc and industry partners</li> <li>• Work collaboratively with other NZ Inc agencies</li> <li>• Actively share knowledge and understanding of NZ Inc and industry across ENZ</li> </ul>
<b>Project Management</b>	<ul style="list-style-type: none"> <li>• Lead the coordination and delivery of projects to ensure these achieve the desired outcomes</li> <li>• Scope, plan and manage resources within agreed timeframes and budget</li> </ul>





<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>• Lead the development and delivery of Country Activity Plans, missions and delegation programmes</li> <li>• Assess the market and analyse opportunities and competitors for New Zealand education providers</li> <li>• Develop an understanding of the countries' education policies and inform ENZ of opportunities or barriers for the export education sector</li> <li>• Scope out the work required to remove barriers or take advantage of the opportunities identified</li> <li>• 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</li> <li>• Contribute to the development of country and regional strategies and activity plans. As part of this identify resource requirements</li> <li>• Identify and manage issues requiring attention in NZ on behalf of the Regional Director including managing key projects, keeping the in-market team informed of organisational priorities and providing support for the Regional Director for each designated region</li> <li>• Deliver quality services to customers, including by undertaking final quality assurance of the written work completed for customers in the designated region</li> <li>• 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</li> <li>• Contribute to team and organisational projects and activities as required</li> </ul>
<b>Professional Behaviour</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Lead and model the ENZ "Ways of Working" (WOW) with the rest of the organisation</li> <li>• 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</li> <li>• Create and maintain corporate information to high standards to ensure we can meet our reporting obligations</li> </ul>
<b>Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>• Monitor and manage far as reasonably possibly, the safety and wellbeing of staff</li> <li>• Monitor and manage leave entitlements for self and staff within the team</li> <li>• Take reasonable care for his or her own safety and wellbeing</li> <li>• Take reasonable care that his or her acts or omissions do not adversely affect the safety and wellbeing of other people</li> <li>• 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</li> <li>• Cooperate with any reasonable policy or procedure of ENZ relating to health or safety in the workplace that has been notified to staff</li> </ul>

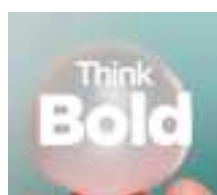


## To be successful in this position

The Regional Lead, South East Asia, should demonstrate the following attributes:

- High level of credibility with the market allowing access to key influencers and decision makers and the development of key strategic alliances
- Excellent strategic thinking about market, political, environmental and cultural issues and the ability to operationalise effective plans and strategies
- A tertiary qualification in a relevant discipline
- An understanding of the education sector and international education industry
- Staff management experience
- Proven ability in developing effective strategic relationships with key stakeholders associated with international education, interacting with key influencers and decision makers
- In-depth project management experience and delivery capability, particularly the delivery of complex multidisciplinary projects, or projects that are politically sensitive
- Ability to demonstrate a flexible and creative approach to problem solving, good judgement and a proactive, positive “can do” attitude
- 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

## Our Ways of Working



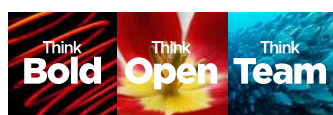
**Be rich in ideas and confident in the team's ability to turn them in to realities. Be courageous. Constantly challenge what's gone before and help shape what's coming.**



**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 Regional Lead, South East 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.

