

**Post Title:** China Country Manager (1FTE)

**Reports to:** Head of International Development



## PURPOSE AND SCOPE

The China Country Manager role was established to cater for the large growth in student recruitment and associated activities that have been experienced with NMIT's China Programme, and to diversify student recruitment from the region through collaboration with education agents in China, Taiwan and Hong Kong.

This role will be responsible for NMIT's marketing and student recruitment from China, Taiwan and Hong Kong.

In addition, the role will be responsible for the operational management of in-China delivery of academic programmes, including liaison with Chinese institutional partners to ensure the practical needs of the teachers NMIT send to our Chinese partners are met.

This role will also coordinate and host visits from visiting staff and students of Chinese partners.

Liaison and good working relationships will be required with other departments that service international students, such as Information & Enrolments, Student Support, SANITI, and academic teams, working collaboratively to ensure international students have an excellent experience with NMIT, from recruitment through to graduation.

## PRINCIPLE ACCOUNTABILITIES

- Maintain several country markets and the agent/partner relationships therein, traveling to visit and hosting partners with diplomacy and professionalism in order to maintain and grow student recruitment to NMIT.
- Conduct agent reviews per the agent management strategy.
- Contribute to strategy and annual plans for assigned markets, working closely with the Head of International Development and in-country representatives.
- Have a good knowledge of NMIT's programmes and stay abreast of international education generally to contribute to the ongoing development of plans and strategies.
- Make recommendations for product development to meet changing needs of assigned international student markets.
- Assist as required in market development of agreed new international markets.
- Work in close collaboration with other NMIT departments servicing international students to ensure the highest levels of customer experience from application through to graduation – contributing to the implementation of NMIT's customer experience strategy.
- Interact with external education networks as required for NMIT's interests.
- Manage communications with NMIT's China Programme partners, analysing in-China teachers' feedback and working with China Programme partners towards improvements to our teachers' living and working conditions in China.

- Contribute to the delivery of in-China teachers' orientation and Chinese partners' teachers' professional development in Nelson.
- Ensure the Confucius Institute presence at NMIT is run smoothly for the benefit of the wider Nelson community.
- Ensure all opportunities for developing further partnerships in China are followed up promptly.
- Host visiting delegations and other groups from assigned markets.

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#### ADDITIONAL STRATEGIC RESPONSIBILITIES

- The China Country Manager is expected to travel as part of the business development function. This could be up to four trips per year traveling to visit agents, organisations and institutes. Trips may be up to one month in length and involve work on the weekend and in the evenings.
- This role liaises with partners in different time zones; therefore, flexible working hours will be expected.
- Report regularly to the Head of International Development on performance against agreed goals and targets.
- The China Country Manager will undertake other duties as allocated by the Head of International Development, or the Executive Director - Customer Experience and Excellence.

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#### NOTE

The aforementioned Principle Accountabilities are not exhaustive they are purely designed to provide a flavour of the role and the expectations of the post holder and therefore you should fully expect additional duties to be included that are commensurate to the role and position within the Institute.

This job description may be varied at any time as a result of formal review, or annually by negotiation with the Head of International Development or the Executive Director - Customer Experience and Excellence.

#### COLLABORATION

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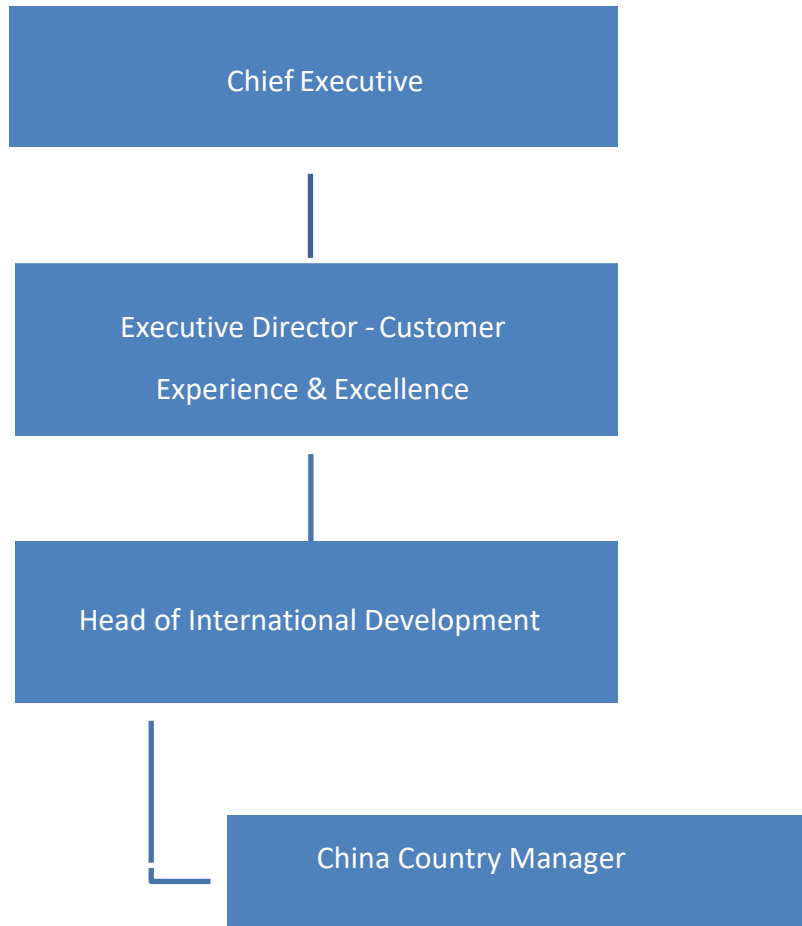
##### INTERNALLY:

- Executive Director - Customer Experience and Excellence
- Chief Executive and directorate members
- Head of International Development
- International Recruitment Director
- Academic managers
- English Language team
- Information & Enrolments Centre team
- Finance and MIS team
- Marketing Services team
- Student and Learner Support Services team
- SANITI

EXTERNALLY:

- International education-related partners
- International student recruitment agencies
- Education New Zealand
- NZ Immigration Service
- Other ITP's and international education providers
- China Programme partners

• ORGANISATIONAL CHART



## EDUCATION AND TRAINING\_ESSENTIAL

- 5 years' relevant experience in international education. Marketing and student recruitment experience and an appreciation and solid understanding of the tertiary education sector would be highly advantageous.

## DESIRABLE

- Fluency in the Mandarin language would be a strong advantage.

## SKILLS, KNOWLEDGE &amp; EXPERIENCE

## ESSENTIAL

- Ability to travel overseas and within NZ and therefore work after-hours, weekdays and weekends.
- Excellent time management and organisational ability with a high attention to detail.
- Digital literacy – Microsoft Office, Student Management System, CRM.

## DESIRABLE

## CROSS-CULTURAL &amp; INTERPERSONAL SKILLS

## ESSENTIAL

- ✓ Demonstrated success in working to and achieving targets and budgets. Able to balance sales targets with quality assurance requirements.
- ✓ Sound communication skills – oral, and written.
- ✓ Strong interpersonal and communication skills with proven experience in establishing and maintaining effective relationships
- ✓ Ability to effectively influence others to achieve specific outcomes
- ✓ Demonstrated commitment to Te Tiriti o Waitangi
- ✓ Demonstrated collaborative working style.
- ✓ Ability to develop and maintain effective business relationships, both internally and externally.
- ✓ Excellent people and relationship management capability and diplomacy.
- ✓ Ability to instil confidence and build trust with management and external parties amid different cultural settings.
- ✓ Team player with strong planning and organisational skills
- ✓ Positive outlook and high level of resilience

DESIRABLE