

# Position Description



<b>Position title</b>	<b>Lead Business Development Innovator</b>
<b>Department/School</b>	International Office
<b>Faculty/Division</b>	Strategic Engagement
<b>Reports to (Title)</b>	Director International
<b>Direct reports</b>	(6) International Business Development Manager, International Sponsored Students Specialist, International Marketing Officer, Senior Financial Insights Analyst, International Recruitment and Development Manager, Project Manager India Strategy
<b>Children's Worker (Children Act 2014)</b>	Not applicable

## The University of Auckland as an employer

An inspiring place where, every day, exceptional people directly contribute to shaping lives and society.

### DIFFERENTIATORS

#### What we have:

Reputation, prestige and global reach. Stimulating environment. Size and complexity of opportunities and challenge. Cutting edge resources. Financial strength and stability.

#### What we offer:

Scale and breadth; of roles, challenges and personal and professional opportunities to thrive. Flexibility (i.e. hours, parental support). Diversity of cultures. Lattice development and self directed continual learning.

#### How we do it:

Empower, support and reward individual excellence and performance within a framework of collaboration and a shared common purpose.

#### Who we are:

Intelligent, interesting and passionate people, who care deeply about contributing ideas and critical thinking. Inclusive and equitable employer.

#### Why we do it:

Supporting students to grow into confident citizens. Pride in contributing (individually and collectively) to world-class teaching and research, social contribution and advancement of knowledge. Developing leaders for tomorrow.

### PILLARS

#### Personal growth and collaboration.

Enabled to be myself, achieve personal growth and fulfillment, and **connect** with high calibre, intelligent people who are leading in their field.

An **inspiring environment** that challenges you to excel at the highest level and **values innovation and achievement**.

An organisation where we inspire each other to **contribute** to advancing **learning, research and social outcomes**.

### VALUES

Excellence

Respect

Service

## ABOUT THE FACULTY or DIVISION

Under the leadership of the Deputy Vice-Chancellor (Strategic Engagement) the International Office supports the development, maintenance and strengthening of key international relationships that will enhance and enable our ability to perform as a globally competitive University.

The University of Auckland's international objectives are to actively engage in international partnerships and activities which:

- Position the University of Auckland as a leading research university
- Enable participation in innovative and collaborative projects

- Provide international opportunities for students and staff
- Benchmark against international standards, and

Support the internationalisation of staff and students.

## MAIN PURPOSE OF THE POSITION

The Lead Business Development Innovator is responsible for leading a professional team responsible for international business development, market activity planning and research, management information reporting and performance evaluation in the International Office (IO). The Lead Business Development Innovator works closely with the Director International, Deputy Directors, and Faculty International Managers to develop and implement strategies to achieve the University's significant international student recruitment targets. The Lead Business Development Innovator will work to build and manage key relationships with agents and partner institutions, identify and develop business opportunities, negotiate and close articulation agreements and other institutional arrangements and maintain extensive knowledge of current international market conditions and trends.

The role provides leadership and support towards the four priority recruitment strategies of the IO's strategic plan: Transnational Education (TNE); Postgraduate Taught programmes (PGT); Non-Award (SA); and Outbound (SA).

Offshore and domestic travel is required. Some evening and weekend work is required.

## WHAT YOU ARE EXPECTED TO DELIVER

<p><b>Strategy, Planning &amp; Decision Making</b></p>	<ul style="list-style-type: none"> <li>• Apply extensive knowledge of the international education export market to contribute to the achievement of annual and long-term student recruitment targets for the University.</li> <li>• Identify and advise the Director International, Deputy Director, Associate Director, Senior International Manager and International Managers to strategic opportunities to support the achievement of international student recruitment targets including new programme opportunities, articulation and other partnering opportunities.</li> <li>• Champion the international marketing and recruitment challenge within the University by presenting to colleagues, engaging in dialogue and by regular reporting of progress, opportunities and achievements.</li> <li>• Contribute to the development of the strategic and annual operation plans for the International Office to drive efficiencies in international student recruitment.</li> <li>• Responsible for the reporting of international business development travel.</li> <li>• Develop and manage relevant international agreements with sponsors relating to the placement of students at the University.</li> <li>• Develop, manage, and grow the International Office's Central Scholarships Fund to ensure \$1mil maximum spend.</li> <li>• Lead on the growth and maintenance of the market share of the New Zealand Scholars programme (an \$8mil revenue stream in 2017)</li> </ul>
<p><b>Operational Activities</b></p>	<p><b>Business Development</b></p> <ul style="list-style-type: none"> <li>• With relevant internal and external stakeholders, lead on the development and implementation of new postgraduate taught masters (PGTM), including new offshore pathways.</li> <li>• With relevant internal and external stakeholders, lead on the development and implementation of the Transnational Education (TNE) strategy, including new offshore pathways, working with the Director and faculties.</li> <li>• Identify potential institutional partners, and the decision makers within the institution.</li> <li>• Research and build relationships with new institutional partners; plan approaches and pitches; work with senior academic leaders to develop proposals that address the needs, concerns, and objectives of institutional partners; participate in pricing the solution/service as required; resolve objections by working through differences to a</li> </ul>

	<p>positive conclusion.</p> <ul style="list-style-type: none"> <li>• Present new products and services and enhance existing relationships with agents and institutional partners.</li> <li>• Arrange and participate in internal and external client debriefs.</li> <li>• Brief the International Marketing team to develop effective marketing campaigns and web and print collateral.</li> <li>• Grow and leverage the University's existing networks of agents and institutional partners, particularly through the agent incentivisation strategy.</li> <li>• Prospect for potential new students by attending recruitment fairs and other events, as needed, in collaboration with the International Managers, other IO staff and faculty representatives.</li> </ul> <p><b>Student Conversion and Retention</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Applications and Admissions Office to ensure that University targets are understood, and that initiatives and objectives to recruit International Students are communicated.</li> <li>• Contribute expert knowledge and advice to influence international admissions policy to support the achievement of the University's international recruitment targets in key markets.</li> <li>• Monitor trends in key markets for Postgraduate and Undergraduate entry requirements and propose revisions as appropriate.</li> <li>• Work with Associate Director, Applications and Admissions, and Contact Centre to maximise and monitor the conversion of international applications to enrolment of undergraduate, postgraduate and study abroad students against set targets, including the proposal of specific conversion campaigns for key targets and/or programmes.</li> </ul>
<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>• Demonstrate a high level of interpersonal skills through relationship management, advocacy and negotiation either internally or with outside organisations or key stakeholders.</li> <li>• Manage group dynamics, providing effective leadership and direction.</li> <li>• Develop and maintain strong collegial relationships between International Office, faculties, and other service divisions to ensure plans and strategies are aligned.</li> <li>• Manage regional scholarship programmes and sponsorship bodies and international relationships with government organisations, recruitment agents, foundation providers and other key external stakeholders.</li> <li>• Work effectively with the international marketing team to maximise international student enrolments.</li> <li>• Contribute as appropriate to the hosting of international visitors.</li> <li>• Represent the University at national and international events.</li> </ul>
<b>Staff Leadership</b>	<ul style="list-style-type: none"> <li>• Provide leadership, mentoring and direction for direct reports.</li> <li>• Ensure that staff develop a level of university awareness relevant to their position, including knowledge of appropriate policies, procedures and regulations.</li> <li>• Model and encourage behaviours aligned to the development and maintenance of a culture that is inclusive, flexible and encourage excellence.</li> <li>• Ensure that Business Development team have the appropriate level of responsibility, training and resources to perform their jobs effectively and achieve the agreed goals.</li> <li>• Adhere to University policy and procedures relating to the management of staff within the University.</li> <li>• Assist the Director with the planning of offshore recruitment activities and provide advice and direction to the recruitment team.</li> <li>• Provide leadership in training and mentoring the recruitment team on best practice.</li> </ul>
<b>Resources</b>	<ul style="list-style-type: none"> <li>• Approve travel and event bookings for recruitment programmes within financial delegation.</li> <li>• Provide monthly reporting to management.</li> </ul>
<b>Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Work collaboratively toward operational and strategic continuous improvement initiatives at a university level and throughout the faculty</li> </ul>

	<ul style="list-style-type: none"> <li>Undertake projects as agreed with the Director International, Dean, Associate Deans and/or identify projects that will advance the development of department activities within the faculty.</li> </ul>
--	---

## KNOWLEDGE, SKILLS, EXPERIENCE AND CAPABILITIES

<b>Qualifications</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>Bachelor's degree of relevant tertiary qualification or equivalent experience.</li> </ul> <p><b>Preferred:</b></p> <ul style="list-style-type: none"> <li>Postgraduate qualification.</li> </ul>
<b>Experience</b>	<p><b>Preferred:</b></p> <ul style="list-style-type: none"> <li>Minimum 5 years' experience in the tertiary education sector, marketing and recruitment fields, or similar sectors.</li> <li>Proven business development experience and relationship management experience in international education or high-level corporate environments.</li> <li>One year's experience working or studying in another country.</li> <li>Marketing and recruitment experience in at least five international student markets of importance to the University.</li> </ul>
<b>Skills and Knowledge</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>Experience developing and implementing processes and Systems.</li> <li>Knowledge of policy environment impacting on sector growth.</li> <li>Demonstrated ability to synthesise complex data and communicate with influence on strategic programme development opportunities.</li> </ul> <p><b>Preferred:</b></p> <ul style="list-style-type: none"> <li>Functional proficiency in a foreign language spoken in one or more key source markets.</li> <li>Strong understanding of international education systems, including nationally approved minimum admissions requirements.</li> </ul>
<b>Leadership Capabilities</b>	Essential <i>Refer to the Leadership Framework</i>

The five leadership dimensions and associated capabilities (5D Leadership) reflect and encourage a culture of distributed leadership for all staff. The Leadership Framework is an important part of how we attract, select, develop and enable staff achievement.

## KEY RELATIONSHIPS

<p><b>Internal:</b></p> <ul style="list-style-type: none"> <li>International Marketing Team</li> <li>International Managers Team</li> <li>Faculties</li> <li>Applications and Admissions Office</li> <li>Contact Centre</li> </ul>	<p><b>External:</b></p> <ul style="list-style-type: none"> <li>Government agencies</li> <li>Recruitment agents</li> <li>Pathway providers</li> <li>Partner institutions</li> </ul>
--	--

## DELEGATED AUTHORITY

### Human Resources

Has full supervisory / managerial responsibility, includes allocation of work, accountability for their outputs, quality etc, and review of their performance and development.

## HEALTH AND SAFETY

**All staff have a responsibility for their own health and safety, and that of others who may be affected by their work and their acts or omissions.**

Staff will:

- Ask for assistance if they are unsure what to do
- Make themselves aware of and follow the contents of the University's Health and Safety Policy, standards and guidelines
- Undertake all health and safety training and induction, as required
- Report any unsafe or unhealthy working conditions or any faults in equipment to the Academic Heads or Directors of Service (or their delegated nominee)
- Ensure that all appropriate personal protective equipment is worn or used as required
- Familiarise themselves with and adhere to local emergency procedures and how to provide appropriate assistance to others

## OCCUPATIONAL HEALTH

**The following aspects of the role require a good level of health and fitness, or involve risks to health in some pre-disposed individuals, and require referral for a pre-employment health assessment and/or ongoing health surveillance.**

## FINANCIAL RESPONSIBILITY

### **Budget Expenditure**

- Responsibility for managing own operating expenditure budget.
- Authorised to spend from Manager's operating expenditure budget.

### **Purchase Orders**

- Maximum authority to approve/issue purchase order to the value of:  
- \$10,000






### **Purchase Card (P-Card)**

- Monthly limit of \$10,000 and per transaction limit of \$2,000

### **Correspondence**

- Authority to sign external correspondence

**TABLE TWO: 5D LEADERSHIP CAPABILITIES**  
**These capabilities are for Professional Staff Senior Leaders and Academic Staff: Associate Professor, Professor and Academic Heads**

Dimension	Capabilities
 <p><b>Exhibiting Personal Leadership</b> Rangatiratanga</p> <p>Role modelling leadership behaviours to engage others and support the University's values and aspirations.</p>	<p><b>Personal Attributes:</b> Displays integrity, professionalism, adaptability and courage, accurately perceiving and interpreting own and others' emotions and behaviours in the context of the situation to effectively manage own responses, reactions and relationships.</p> <p><b>Interpersonal Effectiveness:</b> Communicates with clarity, using constructive interpersonal behaviours and interactions to influence others, resolves conflict and inspires cooperation and achievement.</p>
 <p><b>Setting Direction</b> Mana Tohu</p> <p>Establishing and committing to plans and activities that will deliver the University's strategy.</p>	<p><b>Global &amp; Commercial Acumen:</b> Demonstrates an understanding of the competitive global environment and key market drivers, as well as an awareness of economic, social and political trends that impact the University's strategy, and uses this understanding to create and seize opportunities, expand into new markets and deliver programmes, teaching and learning, research and service.</p> <p><b>Establishing Strategic Direction:</b> Establishes and commits to a strategic direction for the Faculty/Service and University based on an analysis of information, internal/external drivers, consideration of resources, and organisational values to clearly communicate a compelling view of the future.</p> <p><b>Stakeholder Service:</b> Ensures that the service provided to stakeholders is a driving force behind decisions and activities; crafts and/or implements service practices that meet the needs of stakeholders (including students and staff) and the University, including a safe and healthy environment.</p>
 <p><b>Innovating and Engaging</b> Whakamatāra</p> <p>Identifying, creating and responding to relationships and opportunities to improve and progress the University.</p>	<p><b>Building Strategic Partnerships:</b> Identifies opportunities and takes action to build strategic relationships with stakeholders inside and outside the University to help achieve strategic aspirations and objectives.</p> <p><b>Facilitating Change &amp; Innovation:</b> Facilitates and supports University changes needed to adapt to changing external/market demands, technology, and internal initiatives; initiates new approaches to improve results by transforming University/community culture, systems, or programmes/services.</p>
 <p><b>Enabling People</b> Hāpai</p> <p>Developing self, others and teams so they can realise the University's strategy and values.</p>	<p><b>Scholarship / Professional Development:</b> Engages in discovering, integrating, applying and disseminating the knowledge and professional skills necessary to be successful in current and future roles; promotes collegiality and actively pursues development experiences to improve personal impact and that of the University.</p> <p><b>Championing Equity:</b> Leads strategic decision making and implementation for Te Tiriti o Waitangi and equity objectives, and values the capabilities and insights of those with diverse backgrounds, styles, abilities, and motivation.</p> <p><b>Building Talent and Engagement:</b> Establishes systems and processes to attract, select, develop, engage, and retain talented individuals; creates a work environment where people can realise their full potential, thus allowing the University to meet current and future challenges; coaches and develops others to excel in their current or future position; drives a culture of collaboration and engagement.</p>
 <p><b>Achieving Results</b> Whai hua</p> <p>Accepting accountability for making decisions and taking action to deliver the University's strategy and deliver excellent results.</p>	<p><b>Decision Making:</b> Identifies and understands issues, problems, and opportunities; compares data from different sources to draw conclusions and uses effective approaches for choosing a course of action or developing appropriate solutions; takes action that is consistent with available facts, constraints, and probable consequences.</p> <p><b>Implementing Strategy:</b> Translates strategic priorities into operational reality and drives high standards for own and others' accomplishment; creates alignment to ensure activities produce measurable and sustainable results; tenaciously works to meet or exceed challenging objectives; maintains fiscal responsibilities and seeks continuous improvement for all levels.</p>