



## JOB DESCRIPTION

<b>Job Title:</b>	<b>Regional Manager (South-East Asia)</b> <i>Internally known as <b>International Relations Executive</b></i>
<b>School/Department:</b>	<b>South East Asia Office</b>
<b>Job Family and Level:</b>	<b>Executive - Level 3</b>
<b>Contract Status:</b>	<b>Permanent</b>
<b>Location</b>	<b>University's South East Asia Office based in Kuala Lumpur Hybrid working Role (balance of office based and working from home)</b>
<b>Reporting To:</b>	<b>Senior International Relations Manager (UK based)</b>
<b>Purpose of role:</b>	<b>Responsible for the recruitment, marketing and promotion of the University of Nottingham UK Campus throughout South-East Asia.</b>

### Specific role:

	<b>Main Responsibilities</b>	<b>% time per year</b>
1.	The role holder will undertake international student recruitment and marketing activity, developing services locally in the support of recruitment objectives. To assist in awareness raising and understanding of the office as the University of Nottingham's (UK) 'South-East Asia Office' amongst relevant stakeholder groups in the region and internally at the University of Nottingham (UK).	10%
2.	To be proactive via a variety of communication methods: email, telephone, letter, online platform and in person, follow-up all enquiries generated as a result of recruitment activity from and in South-East Asia.  Advise potential students on study in the UK, the University of Nottingham (UK) and course choices. Inform and support students at all stages of the application process (starting from the moment there is an expression of interest) to ensure good quality service from the International Student Recruitment Team and to develop a positive relationship between all prospective students and the University of Nottingham (UK).  To manage and leverage on social media, messaging application and online platforms for purpose of recruitment in the South-East Asian region.	25%
3.	Working with the other Regional Manager to undertake recruitment and promotional visits across South-East Asia (key markets are Malaysia, Thailand, Singapore, Vietnam and Indonesia). This includes representing the University at educational exhibitions, visiting international schools, delivering presentations to stakeholders, meeting potential students face-to-face and advising them on study in the UK, in particular the University of Nottingham (UK) and possible course choices they might make.  Undertake visits to potential or existing partner universities overseas, meeting our contacts at key institutions abroad such as funding bodies, British Council, agent representatives, government representatives and other education-related organisations. This aspect of the role also involves undertaking student interviews to assess admission potential. Undertake market research and produce country and market analysis.	20%
4.	Manage specific projects under the direction of the Deputy Director International Student Recruitment, relating to the operational support work underpinning international student	5%

	recruitment activity. This includes the shorting of scholarship applications from international students.	
5.	Role holder will work closely with the Strategic Partners Team and Partner Relations Team to identify and support with partnership opportunities and sponsor relations in the South-East Asian region.	5%
6.	Coordinate and manage country specific promotional visits by academics, literature and the advertising and marketing of specific initiatives.	5%
7.	Undertake market research and produce country and market analysis and reports, contributing to the ongoing development and implementation of international student recruitment activity. Role holder will also be responsible for qualification assessment for markets allocated.	10%
8.	Advise academic, faculty staff and admissions with regard to the following <ul style="list-style-type: none"> <li>Overseas qualifications advice in order to facilitate more informed decision-making on student applications.</li> <li>Co-ordination of the development of new academic links with overseas institutions – full time and study abroad activity.</li> <li>Market opportunities and overseas visits to relevant countries and appropriate Department specific recruitment and conversion activity</li> </ul>	10%
9.	Providing support and in-country training to appointed overseas representatives and ensuring they are kept abreast of key developments and close working relationships are maintained at all times to ensure the implementation of effective and co-ordinated activity.	10%

#### Job Requirement:

	Essential	Desirable
Qualifications/ Education	<ul style="list-style-type: none"> <li>Educated to Degree level</li> </ul>	
Skills/Training	<ul style="list-style-type: none"> <li>Excellent English language written and oral communication, presentation and negotiating skills.</li> <li>Strong customer focus and customer service skills.</li> <li>Confident in delivering presentations to large groups of people.</li> <li>Time management and proficient organisational skills.</li> <li>Be able to prioritise workload efficiently and work independently whilst using your own initiative.</li> <li>Strong organisational skills with a close eye for detail.</li> <li>A flexible, creative and proactive approach to work.</li> <li>Fully IT literate (competent user of Microsoft Office products including Word Excel) and MS Teams.</li> <li>Excellent interpersonal skills and communications skills.</li> <li>Ability to develop and maintain relationships with internal and external stakeholders.</li> <li>Data and market research analysis skills.</li> <li>Social media and online marketing skillset.</li> <li>Understanding of international qualifications</li> </ul>	<ul style="list-style-type: none"> <li>Student advisory/counselling experience</li> </ul>
Experience	<ul style="list-style-type: none"> <li>Experience of working or living in a different culture/country.</li> </ul>	<ul style="list-style-type: none"> <li>HE UK experience</li> </ul>

	<ul style="list-style-type: none"> <li>• HE/Further education within international recruitment and/or admissions related work experience</li> <li>• Knowledge of UK education</li> </ul>	
Personal Attributes	<ul style="list-style-type: none"> <li>• Empathy and understanding of working with different cultures</li> <li>• Excellent interpersonal, written and verbal communication skills</li> <li>• Team player</li> <li>• Flexible approach to work</li> </ul>	
Other	<ul style="list-style-type: none"> <li>• Valid Passport / right to work in Malaysia</li> <li>• Happy to undertake significant travel around South East Asia (average of 12 weeks per year)</li> <li>• This work requires a flexible approach to working patterns, which will include evening and weekend work.</li> <li>• Ability to prioritise workload effectively and achieve results under pressure, working to tight time constraints</li> <li>• Appreciation and awareness of cross cultural differences</li> </ul>	