



## Career Opportunities



Date Listed: July 2010

POSITION: **DIRECTOR – INTERNATIONAL MARKETING & PATHWAYS  
UNIVERSITY OF NEW ENGLAND**

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DETAILS: The University of New England (UNE) intends to take advantage of the dramatic higher education changes that will come into effect in 2012. In particular UNE wants to capitalise on the move to demand-driven funding where funding will be allocated to the student, not the university. Under its ambitious Project 2012, UNE intends to build upon the re-branding and repositioning of the last few years to increase student numbers. UNE sees considerable scope for expanding its currently low proportion of international students across the range of delivery modes, on campus, online and offshore.

UNE now seeks a talented Director – International Marketing and Pathways to work on the key task of increasing international student numbers. In this challenging role you will lead and manage a small team to deliver on recruitment targets. You will use your knowledge of emerging trends in current and likely markets to provide strategic recruitment advice, as well as assume a central role in developing the next iteration of the International Strategic Plan. Using best practice account management techniques, you will expand and manage the educational agent network. You will build upon and expand advanced standing and partnership arrangements in major source countries. A key responsibility is to ensure compliance with university strategies and policies and all regulatory requirements. You will work with colleagues to integrate an international perspective into the university's operations and meet their international goals.

To succeed you must have a track record of sales and recruitment preferably in the international education sector. A network of contacts in the international education market, preferably in key markets of China and the Asian region, would be well regarded. Knowledge and experience of current online technologies for securing and maintaining supportive recruitment in the industry are also essential. Knowledge of the regulatory environment relating to international education is vital. You are an energetic and enthusiastic executive who is able to lead and work in a team. Strategic skills coupled with willingness to undertake operational sales work are crucial. A post-graduate degree in marketing or equivalent senior management experience is essential.

Please email your resume to [apply@j-yes-consulting.com](mailto:apply@j-yes-consulting.com) or post to J-YES Recruitment & Consulting, PO Box 513, Woollahra 1350 or fax (02) 9328 6025. For a confidential discussion, please call Joyce Yong on (02) 9327 3568 or 0437 889 788.

For further information on UNE, please see [www.une.edu.au](http://www.une.edu.au)