



## Senior Market Development Manager – Korea

<b>Reports To:</b>	Regional Lead, North Asia
<b>Location:</b>	Based in Seoul
<b>Direct Reports:</b>	Nil
<b>Tenure:</b>	Fixed term full-time
<b>Budget Responsibility:</b>	Nil
<b>Last reviewed:</b>	December 2016

### Organisational Statement

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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

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The purpose of the International Group is to lead and coordinate:

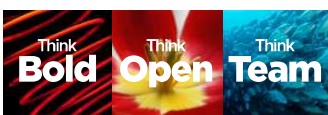
- The provision of market intelligence and targeted advice and support to ENZ's Strategy and Insight Group, the Industry Development Group and the Student Marketing Group and to the NZ international education industry;
- Input into the country and regional activity annual planning process;
- Support 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.

### Purpose

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The Senior Market Development Manager – Korea is responsible for the identification and delivery of opportunities in country for the New Zealand export education sector.

The Senior Market Development Manager works closely with the New Zealand and Regional teams to execute country plans which help to implement Education New Zealand's strategy.





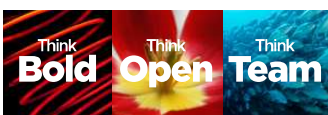
## Relationship Management

The position maintains close and effective working relationships with:

<b>Internal</b>	<ul style="list-style-type: none"> <li>• Work collaboratively with the Regional Lead, Regional Director and regional team members.</li> <li>• Liaise with and maintain effective working relationships with all Education New Zealand staff and with Education New Zealand’s Board.</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Liaise with and leverage effective working relationships with other organisations and stakeholders to facilitate education business growth in the country/region including:             <ul style="list-style-type: none"> <li>- New Zealand and foreign Government Agencies</li> <li>- Education providers</li> <li>- Education sector peak bodies and collaborative groups</li> <li>- Marketing and media agencies</li> <li>- Education agents</li> </ul> </li> </ul>

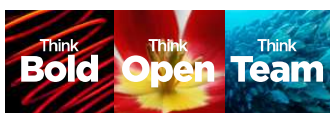
## Key Accountabilities for this position

<b>Key Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>• Build, develop and leverage strong relationships with key stakeholders in:             <ul style="list-style-type: none"> <li>- Korean government</li> <li>- Korean education industry</li> <li>- Relevant Korean private sector companies</li> <li>- New Zealand Inc, both government and private sector</li> <li>- Marketing and media agencies</li> <li>- Education agents</li> <li>- New Zealand alumni</li> </ul>             to enhance sector relationships and market knowledge.           </li> <li>• Develop and continually strengthen in-depth knowledge of New Zealand educational institutions and education sector capabilities.</li> <li>• Work with New Zealand education providers and support their market entry and growth strategies.</li> <li>• Proactively seek new promotional opportunities within the market for potential involvement.</li> <li>• Liaise with students interested in New Zealand education opportunities and maintain contacts with current and past students.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Provide leadership to New Zealand Education providers in the Korean market.</li> </ul>





	<ul style="list-style-type: none"> <li>• Provide leadership and direction in developing and delivering the international country activity plans.</li> <li>• Ensure the effective management of the office including:             <ul style="list-style-type: none"> <li>- Development, delivery, forecasting and reporting against business plans</li> <li>- Health, safety and security issues</li> <li>- Budget management for the country.</li> </ul> </li> <li>• Regular reporting of key performance measures.</li> <li>• Develop systems and processes to ensure continuous improvement and credibility is achieved through our results.</li> <li>• Contribute to the creation of key reports and strategy papers for the Leadership Team and/or the Board.</li> <li>• Draft ministerial responses, briefing papers and responses to parliamentary questions for Ministers as required.</li> </ul>
<p><b>Business Development And Delivery</b></p>	<ul style="list-style-type: none"> <li>• Identify and flesh-out business opportunities for New Zealand export education sector generated by any New Zealand Inc initiatives or where the New Zealand Government has made significant investment.</li> <li>• Promote and market New Zealand as a high quality education destination.</li> <li>• Provide operational support including project management, budget management and/or event coordination to promotional functions eg. trade fair exhibitions and in-market events.</li> <li>• Facilitate Ministerial and other high level visits to Korea.</li> <li>• Initiate and implement media/PR planning and activities as required.</li> <li>• Provide in-market intelligence/market research.</li> <li>• Develop an understanding of Korea’s education policy and inform Education New Zealand of opportunities or barriers for the export education sector.</li> <li>• Assess the market and analyse opportunities and competitors for New Zealand education providers.</li> <li>• Contribute to the development and implementation of country strategies for Education New Zealand.</li> </ul>
<p><b>Professional Behaviour</b></p>	<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> </ul>





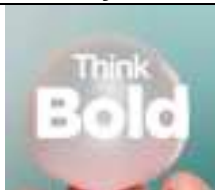
	<ul style="list-style-type: none"> <li>• Create and maintain corporate information to high standards to ensure we can meet our reporting obligations.</li> </ul>
<b>Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>• Take reasonable care for his or her own safety and wellbeing</li> <li>• Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other people</li> <li>• Comply, so far as reasonably able, with any reasonable instruction that is given to him or her 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**

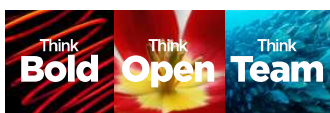
For this position to be successful the Senior Market Development Manager – Korea needs to demonstrate the following:

- Marketing/sales and PR experience in Korea.
- Business development experience in Korea - preference given to international and commercial environments.
- Fluency in Korean and English (oral and written).
- Meet all requirements for legally living and working in Seoul.
- Excellent interpersonal skills including communication and presentation skills.
- A tertiary qualification in business development or another relevant discipline.
- Experience and an understanding of New Zealand and Korea’s education systems.
- Experience in managing intergovernmental relations.
- Demonstrated ability to think strategically about market, political, environmental and cultural issues and operationalise an effective strategic plan.
- Direct experience in international education sector preferable.
- Well-developed project management and delivery capability, particularly the delivery of complex multidisciplinary projects, or projects that are politically sensitive.
- Well-developed research and analytical skills.
- A demonstrated commitment to the provision of quality services.
- Strong relationship building and networking capability.
- Proficiency in computer systems eg. Microsoft office; and
- Flexibility to travel within the region and across Korea.

**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 Senior Market Development Manager 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

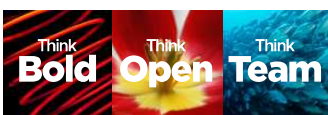
Understands business on a global scale; understands what works in many countries; understands what's different from country to country; understands global differences in customers; knows how capital flows and operates internationally; understands that different laws and regulations govern global business; 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.

