Position Description

International Business Manager

Why work with us

Every child and young person deserves a great education.

We have a strategy that aims to unlock every child's potential now and into the future, one that in partnership with learners, students, parents and the wider South Australian community will build a world-leading public education system. One that is equitable and prioritises learning and wellbeing.

Together we will make our education system the best it can be.

When our children and young people thrive, so do our communities and our state.

Our values

We are part of the South Australian public sector and share the values of:

SERVICE	PROFESSIONALISM	TRUST	RESPECT	COLLABORATION & ENGAGEMENT	HONESTY & INTEGRITY	COURAGE & TENACITY	SUSTAINABILITY
We proudly service the community and the South Australian Government.	We strive for excellence.	We have the confidence in the ability of others.	We value every individual.	We create solutions together.	We act truthfully, consistently, and fairly.	We never give up.	We work to get the best results for current and future generations of South Australians.

About this role

International Education Services (IES) is a directorate within the Department for Education, operating as a self-funded business unit. IES must comply with Federal and State legislative, regulatory and policy requirements, whilst competing in the highly competitive international education market and sustaining revenue targets. IES manages the business development; program and financial management; marketing; homestay, school and agent recruitment, accreditation, training, and support; student wellbeing and support services.

The International Business Manager is responsible for developing, prioritising, and implementing IES business plans and programs for assigned minor and major international education markets in countries throughout the world to achieve the government's strategic targets for recruiting students to South Australian government schools, which is of critical importance to the Agency and the State. The position initiates, predicts and develops innovative education export opportunities, education products, training programs and study tours that promote South Australia and its excellence in education delivery and contributes expertise into the development, implementation and administration of complex operational policy, contracts and IE strategies that reflects the International Education environment and is in compliance with the Education Services for Overseas Students (ESOS) Act and relevant standards and visa requirements.

Position title	International Business Manager
Classification	ASO8
Division	Strategic Policy and External Relations
Directorate	International Education Services
Location	31 Flinders Street, Adelaide, with flexible working arrangements available
Reports to	Executive Manager, International Business and Student Programs
Direct reports	International Business Officer
Role description date	November 2024

What you will do (key outcomes)

1. Achieve government strategic targets for recruiting students to South Australian government schools (SAGS) from assigned countries throughout the world including critically analysing market competitors and trends, developing new educational export opportunities, upgrading current products and developing new products to meet current and emerging market demands and needs, and formulating strategies that will increase return on investment and the number of South Australian Government Schools participating in the International Education program.
2. Initiate, develop, implement, and evaluate comprehensive corporate market/business plans and significant programs that take account of market risks, increase IES' market share targets for international students across all program types and comply with government policies including determining priorities and activities, formulating, and administering an annual marketing budget for assigned markets within the framework of corporate objectives.
3. Initiate, develop, and maintain key networks and business relationships with South Australian government schools, key stakeholders, and clients onshore and offshore that enable IES to build strong business links and grow the international student program in SAGS. This includes providing up to date information on the study experience and opportunity for international education in SA government schools, connecting this with market demand and pursuing partnerships and relevant activity with Australian Government Education and Trade offices in international markets for purposes of gathering information intelligence.
4. Evaluate the performance of overseas agents in the recruitment of students for SAGS as well as ensure all visa requirements and regulatory provisions are being adhered to by education agents as required under the ESOS Act, including reporting Agent performance directly to the Director, International Education annually.
5. Develop international product and product marketing policy and evaluate and provide expert advice on, existing operational policies, systems, and trends to determine the need for improvements that are in accordance with departmental directions and current and emerging international education market needs.
6. Develop and promote commercial professional Training Programs that focus on a wide range of educational topics for groups of school leaders and teachers from all markets and lead the organisation and delivery of international delegations/ study tours/ visits for educators and other professionals both inbound and outbound, ensuring the Return on Investment is assessed and achieved.
7. Provide expertise into the development of the annual IES business strategy, pricing and costing models that are market competitive and develop and manage processes to gain customer feedback, analyse a range of data and information and formulate high quality business reports and briefings to inform executive decision making.

8. Critically analyse business and commercial markets and environments and liaise with Crown Law and other relevant legal agencies in order to determine necessary contract components and requirements, negotiate suitable contract terms and conditions that cover the Department's legal and commercial liability and safeguard corporate objectives, and prepare suitable memoranda of agreements with potential business partners with exit strategies that ensure Department's commercial reputation is protected and enhanced.
9. Help to maintain a safe and healthy working environment by proactively reporting incidents, hazards, and injuries.

The capabilities you will bring (key competencies)

- **Business development**: Experience in working with systems and cultures different to Australia's and extensive experience in initiating, developing, and implementing business development and marketing strategies, processes and products to support an organisation's objectives and revenue targets.
- **International programs**: Proven experience in marketing and managing successful international education programs/products in a competitive business environment that meets and exceeds performance targets including forecasting and managing financial expenditure and revenue budgets.
- **Communication**: Proven high-level verbal and written communication, interpersonal and customer service skills, and exceptional diplomacy, personal integrity, and tact, with successful experience in fostering good working relationships and networks with people at all levels, leading, negotiating and influencing others, managing and developing high performing staff and managing critical and sensitive issues, always maintain a high level of confidentiality.
- **Strategy**: Demonstrated ability to operate within broad policy guidelines, to prioritise and determine goals that meet an organisation's objectives, research, and evaluate market intelligence to forecast trends, identify and assess risks and opportunities, and use business acumen, creative thinking, and exercise significant levels of independent judgement to make decisions and solve problems to achieve performance outcomes in an environment of conflicting priorities.
- **Knowledge**: Demonstrated knowledge of Commonwealth and State legislation such as the ESOS Act, regulations, policies, and guidelines relating to the provision of education and training services to overseas students, as well as relevant visa requirements, foreign government policies and regulations and the impact of culture, customs, and practices in doing business with overseas countries.

Who you will work with (key relationships)	Qualifications
Direct working relationships • Director, International Education • Executive Manager, International Business and Student Programs • International Business Team members • IES leadership team and staff members **Internal Working Relationships** • Department for Education corporate staff • School staff **External working relationships**	**Essential:** Nil **Desirable:** Relevant tertiary qualifications and additional languages spoken relevant to market allocations.

• Other Department agencies, including, Dept. of Education, Dept. of Home Affairs, Austrade, other government and non-government agencies at Commonwealth and State Levels including Crown Law. • Business organisations including the South Australian Tourism Commission, tourist operators both local and overseas, media, sister schools and visiting delegates. • Relevant school-based associations including student recruitment agents, national and international education bodies such as Study Adelaide, Australian Education International and International Development Program.	

Corporate responsibilities	Special conditions
Keep accurate and complete records. Act appropriately in line with the Public Sector Code of Ethics. Support diversity and promote an inclusive workplace for everyone. Maintain a commitment to Work Health and Safety legislative requirements.	You may need a current driver's license and be willing to drive. You may be asked to work out of hours including taking responsibility for the 24-hour emergency phone as required. You may need to travel within or outside South Australia including overseas. You need to achieve mutually agreed performance goals. You must have a current Working with Children Check. You must do Responding to Risks of Harm, Abuse and Neglect – Education and Care training. You must be an Australian resident or provide evidence you have a current work permit.

Assessed by: Adele Gregg, People and Culture Consultant, People and Culture		**Approved by**: Narelle Slivak Director, International Education	
Date: November 2024		**Date:** November 2024	