

How we work together

Confidential



Regional Teams

- GM Marketing and Recruitment, Region
- Regional Director/Country Director
- Regional Manager/Area Manager
- Student Recruitment Advisor – Emerging Accounts
- Schools Engagement Manager
- Inside Sales Team:
 - Global Head of Inside Sales
 - Regional Team Leaders
 - Senior Student Recruitment Advisor
 - Student Recruitment Advisor
- Channel Partner Management
- Strategic Projects Team (High Schools, Sponsors, Offshore Joint Programs)
- Marketing Services Team

Focus on:

- ✓ Business Development – New Channel Partners (agents, Sponsors, schools, feeder ad delivery partners)
- ✓ Agent and channel partner management
- ✓ Coordination of in-market resources and activities
- ✓ In-market stakeholder management (eg Govt and visa)
- ✓ Market intelligence

Divisional or college/campus roles sitting in market (alongside regional teams)

- SSRM – Senior Student Recruitment Manager
- SRM – Student Recruitment Manager

Focus on:

- ✓ Meet targets for specific college/campus(s)
- ✓ Manage division/college/campus activities in-market
- ✓ Conversion

Report to Division or college for strategic purposes with dotted reporting line to Regional Manager for operational and administrative purposes

Divisional/College Teams

- GM/VP Marketing & Recruitment (and team) – sell all products in portfolio
- Head of Sales
- Head of Marketing
- Director of Marketing & Admissions (and teams)

Focus on:

- ✓ Meeting student targets
- ✓ Conversion
- ✓ Value proposition
- ✓ Content
- ✓ Execution of strategic plan with University Partner
- ✓ Product Development
- ✓ Product Marketing



How we work together: overview

- **Regional roles**
- **Divisional/College/Campus roles**
- **In-Market Divisional or College/Campus roles**

Agent Management	Business Development	Market Coordination	In-Market Stakeholder Engagement	Market Intel and Insights
<ul style="list-style-type: none"> • Lead regular agent performance reviews • Contribute to agent reviews and discussions • Build and own the agent strategy for the region, including channel mix, agent tier mix, non-agent indirect strategy etc. • Contribute to agent support and activity planning, provide numbers guidance and financial support • Coordinate destination market team/College/Campus team agent training and in-person support • Own/Develop counsellor engagement plans to better understand the VP of the College/Campus in a coordinated fashion and aligned to the regional/divisional-wide strategy • Deliver sales coaching and generic product training to agent partners • Open and close issues for agents. Lead issue resolution process with support from destination market and College/Campus teams • Lead on negotiation of targets, bonuses and incentives. • Contribute to the setting of targets by agent by College/Campus. • Lead cooperation with finance teams to ensure commissions are paid on time and communicated to agents • Lead communication of FOC information. • Own pipeline management for the College/Campus portfolio • Contribute to agent reviews and discussions • Contribute to agent support and activity planning, provide numbers guidance and financial support • Action counsellor engagement plans to better understand the VP of the College/Campus in a coordinated fashion and aligned to the regional/ divisional-wide strategy • Contribute to the setting of targets by agent by College/Campus. • Action pipeline management for the College/Campus / division portfolio 	<ul style="list-style-type: none"> • Research and identify new markets by product/market fit • Own/Develop: 5-year plan, detailed product and pricing portfolio • Identify new business opportunities eg high school, feeders • Develop and implement strategies to grow agent sales from top tiers as well as emerging account segments, in conjunction with divisions • Contribute to the policies and process around pre-screening and GTE compliance • Provide input on marketing collateral, materials • Own/Lead/Create: content creation and development • Develop and implement strategies to grow direct sales in conjunction with inside sales • Defining the policies and processes around pre-screening and GTE compliance • Support and action in market, the College/Campus / Divisional 5-year recruitment plan • Advise on the creation of marketing content • Research and identify opportunities for College/Campus / Division to expand recruitment channels (Delivery and Feeder Partnerships, Sponsors, High Schools, etc.) 	<ul style="list-style-type: none"> • Coordinate and support attendance at events. Negotiate NVT attendance at events as part of account planning cycle • Plan, coordinate, and support attendance at events. Negotiate NVT attendance at events as part of account planning cycle • Support divisional teams achieve targets by collaboration and participation at key events etc as required • Design, develop and print collateral for events • Design, develop and print collateral for events and attend events as required • Lead the design of College/Campus-specific product and regulatory training for agents and internal staff • Lead development and maintenance of the sales toolkit and College/Campus-specific tools • Own and manage College/Campus-specific budgets (marcomms development, travel, College/Campus-specific initiatives and campaigns) • Advise on collateral for events • Attend events to represent the College/Campus / division • Deliver College/Campus specific product and regulatory training for agents and internal staff • Utilise the sales toolkit and advise on content 	<ul style="list-style-type: none"> • Develop a key stakeholder management strategy and plan with local regulatory authorities and bodies, eg High Commissions, visa offices, Austrade, Education USA, British Council, school groups, etc • Provide input and guidance on a divisional communication plan and stakeholder engagement strategy across all regions • Implement a calendar of events/ communication to engage with all key stakeholders in conjunction with each division • Own/Lead: branding and VP • Implement College/Campus/ Divisional communications and engagement plan 	<ul style="list-style-type: none"> • Contribute to target-setting process by providing intelligence on market and agent trends • Own/Lead College/Campus-specific target setting process based on market data, financial needs of the College/Campus, and growth objectives • Own/Lead on providing regular market updates on student flows, market trends, product demand • Contribute to market reports and trend analysis by providing intelligence on market and agent trends • Report on progress in indirect, non-agent, direct channel, and long tail funnel • Provide input and guidance on the type of market intel to best support the College/Campus decision-making process, eg format, cadence, etc • Contribute to target-setting process by providing intelligence on market and agent trends in relation to College/Campus / divisional product • Contribute to providing regular market updates on student flows, market trends, product demand • Contribute to market reports and trend analysis by providing intelligence on market and agent trends • Report on progress in indirect, non-agent, direct channel, and long tail funnel specific to College/Campus / division