# JOB DESCRIPTION & PERSON SPECIFICATION

1. **JOB INFORMATION**

Post Title: **Regional Manager, Academic Partnership**

Career Family: **Manager**

# JOB DESCRIPTION

* 1. **Purpose**

To work within the International Hub (X Hub Location) reporting directly to the Director, Academic Partnerships, Academic Partnerships Unit, based in Coventry, UK, as well as under close supervision of the Hub Managing Director.

The purpose of this role is sourcing strategic Collaborative Partnership opportunities for the delivery of Coventry University qualifications overseas and to oversee the development of arrangements for recruitment of students to Coventry University and its subsidiaries via progression pathways.

Supporting the strategic development and expansion of Coventry University’s existing collaborative delivery and progression partnerships and providing support in stakeholder management, partnership operations, promotions and activities in line with the University’s collaborative delivery strategy and goals.

The role-holder will work to challenging business development targets. Additionally the role will involve identifying international market opportunities, presenting Coventry University’s portfolio to overseas markets, developing and maintaining a strong network of contacts at government, local and institutional levels, in specified regions, attending conferences and exhibitions, presenting to delegations, visiting colleges and universities as well as supporting the Academic Partnership Unit Directorate with the strategic and operational planning of the universities transnational education (TNE) portfolio.

# 2.2 Main Duties and Responsibilities

* 1. Responsible for delivering against regional targets including revenue, return on investment and new business development for a prescribed region.
  2. Use detailed local insight and regional stakeholder networks to identify and shape new business development leads for consideration by APU and faculty colleagues. Present leads (for new business) to relevant internal bodies/faculties to secure ‘buy-in’. Develop and manage a pipeline of new business prospects.
  3. Work closely with the SPM and provide dotted line management to the Partner and Progression Managers to ensure recruitment and promotional activity taking place at existing partners is strategically aligned and proactively contributing towards partner and APU targets and objectives. To also oversee the PPM’s to ensure the progression portfolio is developed and managed in line with agreed regional targets, and contributes towards APU and wider University group targets
  4. In conjunction with APU Directorate, faculty staff and other senior stakeholders, to develop a clear and targeted marketing plan for the specified region.
  5. Develop and maintain strong links with Faculties/Schools to ensure market opportunities are identified and that there is capacity within the Faculties/Schools to support the partnership.
  6. Develop and maintain links with Ministries of Education, British Council and other in-country organisations that can impact on partnership development.
  7. To be fully familiar with regional collaborative delivery developments and the legal, financial and regulatory frameworks within which partnership development takes place.
  8. Working closely with the Senior Partnership Manager, to contribute to the strategic development of existing collaborative relationships over the lifecycle of the partner relationship, working within the parameters of the partner strategy and TNE strategy to identify growth and development opportunities and in collaboration with relevant professional services teams and delivery teams where required.
  9. Provide a supporting role in the promotion of collaborative delivery partnerships, including attendance at regional events
  10. Provide effective management information and analysis on local market trends, intelligence and opportunities.
  11. To maintain databases in relation to APU work and provide information as required, in appropriate formats (e.g. reports, spreadsheets) for a range of stakeholders.

**AND** such other duties as are within the scope and spirit of the job purpose, the title of the post and its grading.

# Supervision Received

Director, Academic Partnerships

Dotted line/local/regional administrative supervision from the Hub Managing Director.

# Supervision Given

None

# Contacts

Staff at all levels throughout the University, particularly Heads of Department and Associate Deans International. External organisations locally, nationally and internationally, UK Trade & Investment, British Council, UK Higher Education International Unit.

# 1. PERSON SPECIFICATION

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| **ATTRIBUTES** | **ESSENTIAL** | **ADVANTAGEOUS** |
| Education/Qualifications | Undergraduate Degree (2:2 or higher) | Higher degree or professional qualification  Ability to speak at least one foreign language |
| Experience | Excellent communication and  stakeholder management skills  Proven experience of business development within a target- driven environment  Experience of managing across a project lifecycle  Experience of relationship management at Government/C- Suite level | Experience of working in Higher Education and Transnational Education  Experience in curriculum design and development  Experience of academic quality assurance systems and experience in dealing with quality/audit issues associated with courses  Experience of international marketing and recruitment  Experience in management of overseas partnerships |
| Job-related skills/ Aptitudes | Commercially focussed, capable of delivering results in a cost- effective manner  Ability to understand a wide range of disciplinary content and subject material  Entrepreneurial and innovative with a delivery focus  Ability to meet and work successfully with representatives of overseas institutions from a range of background and cultures  Good administrative and organisational skills, including a strong working knowledge of Microsoft Office  Experience of preparing papers and proposals for presentation to committees and management groups | An understanding of how to apply technology in an appropriate way to meet business requirements |

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| **ATTRIBUTES** | **ESSENTIAL** | **ADVANTAGEOUS** |
|  | Confident communicator both  verbally and in writing in English and local languages. |  |
| Interpersonal Skills | Ability to influence and motivate  others  Good communicator – orally and in writing  Flexible approach to work  Strong customer focus, committed to ensuring delivery of excellent service standards  Ability to operate at all levels of the organisation acting as an ambassador for the APU and University internally and externally |  |
| Other Requirements | High degree of commitment and self-motivation  An appreciation of other cultures; the global reach of the University and its international agenda and an ability to work in a range of cultural environments |  |