

POSITION DESCRIPTION

Associate Director, International Recruitment and Market Development

Reports to:	Director, Global Recruitment and Mobility
Division:	International and Engagement Office
Tenure:	Full time
Location:	Hamilton
Date:	September 2026

Vision

Ko te tangata

A research-intensive university providing a globally connected, innovative and inclusive student experience in an environment characterised by a commitment to diversity, respect for Indigenous knowledge, and high levels of community engagement.

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tū ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

The University of Waikato is an exciting and forward-thinking research-intensive institution which is known globally for the impact of its research and teaching as well as offering a world class student experience. It performs well in global rankings, and it has a vision to continue to strive for excellence and maintain its world leading position through developing global alliances, investing in its research and staff and communicating the impact the University has on solving local, national and international challenges.

2. POSITION PURPOSE

This position leads the development of international demand through market strategy, brand positioning and channel performance, building a high-quality and diverse prospective student pipeline.

The position provides strategic leadership and institutional accountability for international marketing and recruitment performance, including enquiry generation, market development and pipeline growth.

The role focuses on building a high-quality, diverse prospective student pipeline through targeted market strategies, channel optimisation and global brand positioning.

Working in partnership with the Associate Director, International Conversion and Operations, the position ensures alignment across the student pipeline to support the achievement of enrolment targets.

The position has four direct reports and a team of 12 staff, including positions onshore and offshore. The position may be required to manage a recruitment market.

3. FUNCTIONAL RELATIONSHIPS

Internal:

- Assistant Vice-Chancellor, International, Engagement and Partnerships
- Director, Global Recruitment and Mobility
- Associate Director, International Conversion and Operations
- International Admissions
- Marketing Division
- International Student Support Services
- Student Services Division
- Academic Divisions, Faculties and Schools
- Information Technology Services
- Staff and students of the University

External:

- Education and recruitment agents
- Institutional and pathway partners
- Government agencies and international bodies
- Prospective students and parents
- Marketing and media partners.

4. ACCOUNTABILITY

- Holds accountability for international marketing and recruitment performance, including enquiry generation, market development, recruitment pipeline volume and contribution to enrolment outcomes.
- Shares accountability with the Associate Director, International Conversion and Operations for end-to-end recruitment pipeline performance.

- Working with key pipeline stakeholders, ensures effective coordination across marketing, recruitment, admission and conversion, identifying barriers and relevant solutions.
- Oversight of the development and performance of recruitment channels, including agent network, schools, pathways, partnerships and direct recruitment initiatives.
- Provides strategic direction for international marketing activity in collaboration with the Marketing Division including campaigns, digital channels, brand positioning and communications, monitoring performance to ensure effective ROI.

5. KEY RESPONSIBILITIES

International Marketing and Recruitment Strategy

- Lead the development and delivery of integrated international marketing and recruitment strategies and plans aligned to institutional priorities, sustainable growth, diversity and enrolment targets.
- Ensure the University's international digital presence supports recruitment activity and the generation of quality enquiries.
- Lead annual planning and regular evaluation of global market activity, including country plans, digital campaign strategies and channel performance.
- Identify new market opportunities alongside optimisation of performance in established markets using data, insights and global trends.
- Ensure effective positioning of the University's brand, programmes and value proposition across international markets.
- Leads the design, management and optimisation of international incentive frameworks including scholarships and channel incentives.
- Uses market intelligence, performance data and global trends to inform strategic planning, market prioritisation and institutional decision-making.

Pipeline Performance and Channel Management

- Lead the generation of high-quality international enquiries across digital, partner and agent channels.
- Contribute to enquiry management strategies, processes, and messaging.
- Establish and monitor enquiry and application targets by market.
- Work in close partnership with the conversion and admissions teams to monitor pipeline performance, identify risks or drop-off points, and implement improvements. Establish clear processes, responsibilities and handover points across recruitment, admissions and conversion stages.
- Oversee the development, management and performance of the university's agent network, ensuring effective selection, training, performance monitoring and compliance.
- Identify and establish new partnerships and pathways that support diversification and growth.
- Ensures entry requirements, pricing, scholarship frameworks and incentive structures support recruitment performance and market competitiveness.
- Manages budgets, investment priorities and resource allocation to maximise return on investment.

Performance, Insights and Reporting

- Monitor and report on recruitment performance, including enquiries, markets, qualifications and channels.
- Provide data-driven insights to senior leadership on trends, risks and opportunities.
- Analyse market intelligence and competitor activity to inform strategy and planning.
- Contribute to forecasting through provision of recruitment assumptions and insights.

People Leadership

- Lead, develop and manage the international recruitment team which includes four direct reports and eight staff based offshore.
- Foster a culture of performance, accountability, collaboration and continuous improvement utilising data and market intelligence.
- Encourage and support innovation and creativity to develop and grow the recruitment pipeline.

Team Contribution

- Contribute to the effectiveness of the International and Engagement Office through collaboration, knowledge sharing and support of team initiatives.
- Maintain positive working relationships and contribute to a high-performance culture.
- Participate in projects and continuous improvement of systems and processes.
- Represents the University in international markets, partnerships and sector engagement.
- May act on behalf of the Director, Global Recruitment and Mobility as required.
- Comply with the University's Health and Safety Policy.

Market Management

- The position may be required to assume responsibility for the management and development of a designated recruitment market/region, including market planning, stakeholder engagement, and performance monitoring.

Continuous Improvement

- Actively contribute to the ongoing development and improvement of systems and processes that support international student recruitment.

NOTE: Staff have an annual Objectives, Development and Reflection (ODR) meeting with their manager.

6. PERFORMANCE STANDARDS

The Associate Director, International Recruitment and Market Development will be performing satisfactorily when:

- International recruitment and market development objectives are achieved.
- Recruitment pipelines demonstrate sustainable growth, diversification and strong conversion performance.
- Market strategies and partnerships deliver measurable value and contribute to strategic enrolment outcomes.
- Forecasting, reporting and market insights support effective planning and decision-making.

- Stakeholder relationships enhance the University's reputation and international objectives.
- Teams demonstrate high performance, collaboration and accountability.
- Resources, risks and compliance obligations are effectively managed.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- Bachelor's degree in relevant discipline.

Preferred

- Postgraduate qualification or equivalent senior leadership experience.

SKILLS, KNOWLEDGE and EXPERIENCE

Essential

- Significant experience in international student recruitment, marketing or business development.
- Significant senior management experience, with a demonstrated ability to lead and develop teams, manage complex stakeholder relationships, and deliver strategic and operational outcomes.
- Demonstrated success in delivering recruitment growth and market expansion.
- Strong understanding of international education markets and recruitment channels.
- Excellent stakeholder engagement and influencing skills.
- Proven experience selecting, onboarding, performance-managing, and incentivizing education agents/aggregators while ensuring regulatory compliance.
- Ability to build and leverage high-value institutional relationships, including the University's pathway provider, high schools, university articulation partners, and government scholarship bodies.
- Skill in analysing global demographic shifts, economic indicators, and visa policy changes to identify emerging recruitment markets and diversify risk.
- Demonstrated cultural competence and commitment to partnership with Māori.
- Knowledge and understanding of navigating and executing campaigns across both Western and non-Western digital environments.
- Deep understanding of digital marketing metrics and user behaviour, with the ability to analyse and optimize campaigns to drive acquisition strategies.

Preferred

- Experience and willingness to operate with high degree of comfort with ambiguity. An ability to quickly pivot strategies, shift resources, and testing alternative markets calmly and proactively.
- Develop of marketing collateral and a commitment to creative storytelling.

PERSONAL QUALITIES

- Strategic thinker with strong commercial focus.
- The ability to lead a diverse, global team, to energise, motivate and celebrate staff.
- Results-driven and performance-oriented.
- Collaborative leader able to work across complex structures.
- Culturally competent with commitment to partnership with Māori.
- Adaptable and resilient in a dynamic global environment.
- Ability to monitor multiple tasks, prioritise and maintain progress.
- Commitment to diversity principles and the University's partnership with Māori as intended by the Treaty of Waitangi.