

Senior Regional Recruitment Manager

HEP Level 9

POSITION NUMBER	964850
ORGANISATIONAL UNIT	VU Global
POSITION REPORTS TO	Director, International
OVERALL PURPOSE	<p>The overall purpose of the Senior Regional Recruitment Manager role is to lead the strategic development, implementation and optimisation of international recruitment initiatives across assigned regions, making a significant contribution to the University’s global growth agenda. The role provides expert leadership, market intelligence and strategic intent to inform institutional decision making shape the University’s international recruitment strategy. It drives sustainable enrolment growth through the effective management of strategic partnerships and offshore recruitment networks, ensuring alignment with the University’s international strategy, regulatory environment and financial objectives.</p> <p>The position is accountable for achieving performance outcomes across multiple international markets, optimising return on investment, and influencing internal and external stakeholders to enhance Victoria University’s global reputation, market positioning and long-term international growth.</p>
ORGANISATIONAL CONTEXT AND RELATIONSHIPS	<p>Within the University the position:</p> <ul style="list-style-type: none"> ◆ works closely with the VU International (VUI) colleagues ◆ works with all VU Global and university colleagues across admissions, marketing, student services and academic colleges. ◆ supervises the in-country representatives and may supervise International Recruitment Officer(s). <p>Outside the University the position liaises with:</p> <ul style="list-style-type: none"> ◆ Key recruitment channel partners such as agents and partner institutions, as well as government departments, Australian and foreign.
LOCATION/CAMPUS	The position is currently located at the City Campus of the University. The position and incumbent may be relocated to any other existing or future University work locations where it conducts its operations.

KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

Deliver – Excellence Results-driven, accountability, problem solving focus.

Engage – Customer service mind-set internally, externally and particularly for students.

People and Culture use only

Date Updated	03/06/2026	Date Classified	22/11/2021
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Collaborate and Partner – Build successful relationships, communicate effectively, influence and negotiate.

Innovate – Entrepreneurship, growth, continuous improvement, digital transformation.

Lead – Inspire direction, lead change, manage and develop people.

OUR ORGANISATION

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and a campus in Sydney and Brisbane. It also offers courses at partner institutions throughout Asia. Over 40,000 students, including around 14,000 international students, study VU courses worldwide. In 2016, VU celebrated its 25th anniversary as a university, which also marked its 100 years as an educational institution.

Commitment to Protecting Country:

Victoria University honours its deep diversity as a foundation for collaboration and social progress. We will demonstrate sensitivity in respecting First Nation perspectives. We will ensure that we respect our Indigenous voices and commit to sustainable Protecting Country. We will take leadership responsibility, in all that we do, to improve the health and wellbeing of our local and global communities, and the planet that we share.

Commitment to Diversity and Inclusion at VU:

Victoria University believes that diversity of the workforce adds value to the University and creates a stronger, richer working environment for everyone. We are committed to making reasonable adjustments to ensure that our employees have positive, barrier-free work environments that accommodate their access needs. Employees who require adjustments are encouraged to discuss their needs with their line manager.

ORGANISATIONAL UNIT

VU Global

VU Global is Victoria University's strategic portfolio dedicated to enhancing its international engagement and expanding its global presence. It aims to broaden the University's partnerships with international universities, research institutions, industry stakeholders, and government bodies, with a view to enhancing global student participation within a dual-sector educational environment.

By driving international student growth, promoting global learning mobility programmes, advancing Transnational Education (TNE) initiatives, and enriching the international student experience, VU Global seeks to position Victoria University as a leader in international education. VU Global leads the University's internationalisation agenda through the continuous development and implementation of strategies centred around:

- International Engagement and Business Development
- International Pathways and Partnerships
- Learning Mobility and Study Abroad
- International Scholarships and Sponsorships
- International Admissions and Operations
- International Systems and Analytics
- International Marketing and Communications
- Transnational Education (TNE)

To support these objectives, VU Global strategically partners with an extensive network of education agents, industry partners, government entities and peak bodies both nationally and across the globe.

MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Lead the development and execution of detailed regional and market-based recruitment plans, ensuring alignment with institutional priorities, international growth targets and shared team enrolment outcomes.
- ◆ Drive performance across multiple international markets, using data, insights and understanding of market conditions to achieve targets, optimise conversion outcomes and demonstrate return on investment influencing outcomes to lift the performance of the whole team.
- ◆ Provide expert advice to senior stakeholders, including the Director International and Colleges, on market trends, risks, opportunities and recruitment performance contributing insights that inform collective planning and strengthen team-wide decision-making.
- ◆ Lead, coach and manage geographically dispersed teams and offshore representatives setting clear performance expectations, holding individuals accountable to agreed targets, and building a collaborative and supportive environment where all team members, including new starters, are equipped to succeed.
- ◆ Develop and manage partnerships with agents, institutions and government bodies to strengthen the University's global positioning actively identifying opportunities to leverage these relationships for the benefit of shared recruitment goals and total enrolment growth.
- ◆ Oversee financial planning and performance for assigned markets, including detailed budget plans, forecasting and investment decisions preparing evidence-based business cases to justify expenditure, track return on investment and meet agreed financial targets and milestones.
- ◆ Ensure compliance with complex regulatory frameworks (e.g. ESOS, Genuine Student requirements), manage associated risks, and share compliance knowledge proactively across the team to build collective accountability and consistent practice.
- ◆ Lead continuous improvement initiatives across recruitment processes, systems and conversion plans setting clear goals, measuring outcomes against targets and collaborating with colleagues to implement changes that deliver results for the whole team.
- ◆ Actively contribute to the collective success of the international recruitment team by collaborating with peers across all regional markets sharing insights, approaches and lessons learned, supporting one another through peaks and challenges, and collectively building a high-performing team where every region's growth strengthens the whole.
- ◆ Represent the University at a senior level in international markets and key stakeholder forums, championing the University's mission and the collective success of the international team.

TYPICAL/MAJOR CHALLENGES

- ◆ Balancing competing priorities across diverse international markets, each with differing regulatory, cultural and commercial dynamics.
- ◆ Navigating and responding to shifts in government policy, market conditions and international student demand identifying emerging trends and opportunities ahead of the curve, and effectively communicating these changes across Victoria University to ensure the institution is well-positioned to respond and capitalise on new opportunities as they arise.
- ◆ Making evidence-based decisions under conditions of uncertainty, including geopolitical, policy and market fluctuations impacting international student recruitment.
- ◆ Influencing senior stakeholders across the University and external partners to align on recruitment plans, investment priorities and performance outcomes.
- ◆ Driving performance improvement and innovation in a resource-constrained environment, while maintaining compliance and quality standards.

LEVEL OF SUPERVISION

Operates under broad direction from Director, International and will be required to manage other administrative, technical and/or professional staff.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Expert knowledge of international student recruitment strategy, global education markets and emerging trends, with the ability to apply this to institutional decision-making.
- ◆ Demonstrated capacity to lead the design and implementation of complex, multi-market recruitment initiatives with significant organisational impact.
- ◆ Deep understanding of legislative and regulatory frameworks governing international education, and the ability to apply these in complex operational environments.
- ◆ Comprehensive knowledge of university governance, strategy and cross-functional operations, with the ability to influence outcomes at a senior level.
- ◆ Strong understanding of the dual-sector (HE and VET) environment and global education landscape, with the ability to translate insights into strategic opportunities.

KEY SELECTION CRITERIA

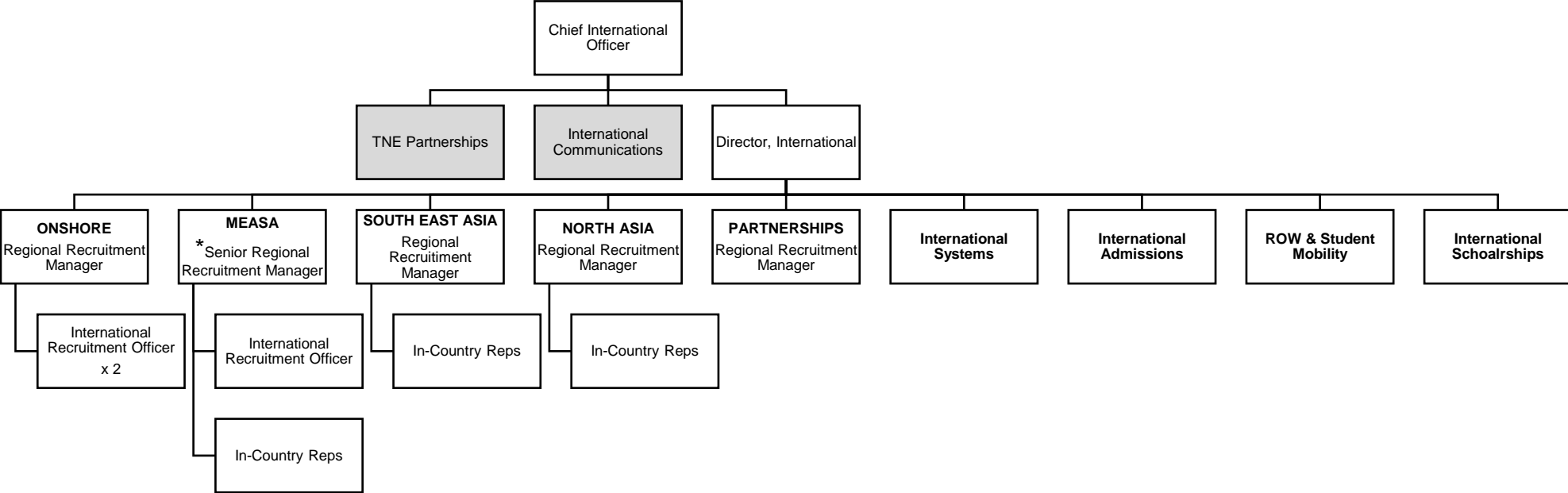
Essential

1. Knowledge or Training equivalent to: Postgraduate qualifications and extensive relevant experience; or extensive management experience and proven management expertise; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated ability to develop and implement international recruitment plans across multiple markets, delivering measurable growth outcomes and achieving targets.
3. Proven leadership experience managing and developing high-performing, geographically dispersed teams.
4. Demonstrated experience in financial management, including budgeting, forecasting and investment decision-making.
5. Advanced analytical capability, with the ability to translate data and market intelligence into strategic insights and recommendations.
6. Highly developed stakeholder engagement and influencing skills, including experience working with senior leaders and external partners.
7. Demonstrated ability to operate effectively in complex, ambiguous environments, managing competing priorities and delivering high-quality outcomes.
8. Demonstrated capacity to understand and comply with employer policy and practices in all aspects of work and conduct, including OH&S and Anti-Discrimination responsibilities and complete/attend relevant training.
9. Evidence of or willingness to obtain a current National Police Check and Working With Children Check relevant to this role.

Desirable

1. Experience in working with international students and competency in a language other than English.
2. Understanding of, and willingness to comply with, quality assurance policies and procedures and other relevant legislative and policy requirements applicable to the University as they relate to international students.

Organisational Chart



*denotes position