

Position Description – Regional Manager

Updated 17/06/2026

POSITION DETAILS	
Portfolio	Deputy Vice-Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor (Title)	International Recruitment Strategy Lead
Classification	Higher Education Officer Level 8
Employment Type	Fixed-term, full-time

POSITION SUMMARY
<p>Under broad direction, the Regional Manager makes a high-level contribution ensuring that the University meets its strategic objectives and targets by taking primary responsibility for managing all aspects of marketing and international student recruitment for an assigned geographical region.</p> <p>The position will require you to undertake interstate and international travel as required, including an expectation of working outside normal hours with restrictions on taking leave during peak work periods.</p>

UNIVERSITY EXPECTATIONS AND VALUES
<p>All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:</p> <ul style="list-style-type: none"> • demonstrate commitment to the University's values of Integrity, Courage, Innovation and Excellence • demonstrate consistent alignment with the University's strategic priorities through daily decisions, teamwork and behaviours that reinforce the strategic intent. • contribute to the efficient and effective functioning of the team or work unit to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members, if required, and undertaking other key responsibilities or activities as directed by one's supervisor; • promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity; • perform their responsibilities in a manner which reflects and responds to continuous improvement; and • familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies. <p><i>Flinders University is committed to providing a safe, respectful and inclusive environment, free from gender-based violence. Appointment to this role is conditional on the completion of required pre-employment checks and declarations, each of which must be satisfactory to the University. This includes a Gender-Based Violence declaration, in accordance with the National Higher Education Code to Prevent and Respond to Gender-Based Violence (2025), and a Nationally Coordinated Criminal History Check.</i></p> <p><i>In addition, it is a requirement of this position that the incumbent maintain a current Working With Children Check which is satisfactory to the University in accordance with the Child Safety (Prohibited Persons) Act 2016 (SA).</i></p>

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KEY POSITION RESPONSIBILITIES

The Regional Manager is accountable for:

- Developing, coordinating and implementing strategic and operational international recruitment plans for designated recruitment markets which directly contribute to the overarching University and College recruitment targets.
- Contributing towards the development of Flinders International student recruitment plan including collaboration with the broader International Recruitment team, International Portfolio, OCME and College teams to support student acquisition in ensuring efficiency and effective use of resources.
- Leading the development of new initiatives in order to raise the profile of the University and attract prospective international students to study at the University.
- Developing and maintaining strong and positive stakeholder relationships with strategic partners and external stakeholders including agents, offshore partners, government ministries, scholarship bodies and internal stakeholders including College and University portfolios.
- Managing high end customer service delivery to clients, partners and relevant stakeholders to support promotion of the University within designated recruitment markets. Priority in partnerships will be directed towards recruitment agents through the effective management of resources, activities and recruitment outcomes.
- Professionally and appropriately representing the University at relevant events (forums, international recruitment events & roadshows, etc.) at local, national and international levels.
- Managing and motivating a high performing team including staff located at the University and/or offshore. Strong emphasis will be given to developing positive team culture, personal and professional development and recognition of results orientated achievements.
- Establishing and managing the operational budgets for designated recruitment markets, campaigns and operational activities.
- Ensuring compliance with the ESOS Act and the National Code and with other relevant legislation related to agent management and marketing and recruitment.
- Providing advice and preparing briefings, reports and discussion papers when required which relate to operational activities, strategic initiatives and University policies and procedures.
- Any other responsibilities in line with the level of the role as assigned by the Supervisor and/or the University.

KEY POSITION CAPABILITIES

1. Completion of a degree and extensive experience, preferably in the marketing area, or an equivalent combination of extensive relevant experience and/or education/training.
2. Demonstrated experience in, and detailed knowledge of relevant frameworks and practices related to working in an international environment preferably international student recruitment and promoting international education.
3. Highly developed interpersonal and oral communications skills, including cross cultural communication skills; evidence of capacity to represent the University overseas, and develop and maintain productive relationships with strategic partners.
4. High level written communications skills including the ability to write reports, discussion papers and business plans.
5. Demonstrated ability to provide innovative solutions to business problems and create new business opportunities.
6. Demonstrated ability to work with complex situations with a high level of autonomy in an international environment.

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7. Demonstrated experience working in a team and performance-based environment.
8. Demonstrated experience in effectively managing a budget.
9. Demonstrated high level experience in the use of technologies and an ability to provide innovative solutions to business problems and create new business opportunities.
10. Demonstrated high level experience in working with people from other cultures.
11. Proven ability to lead and influence stakeholders and partners associated with the Flinders International Team to achieve recruitment targets.



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