

International Market Manager - South Asia

Kaupapa | Purpose

Lead the development of and increase the number of international student enrolments from the South Asia regions at Toi Ohomai.

The International Manager South Asia is a member of the International Team and as a whole the International Department contributes to providing seamless student focused services to students, agents, partners and other stakeholders.

Reports to: Head of International

Team: International

Remuneration: \$74,100 - \$98,800 (Fixed Remuneration excluding KiwiSaver)

Ngā mahi | Do

Develop and implement annual market recruitment plans incorporating insight and market intelligence, in collaboration with relevant internal stakeholders.

Monitor recruitment strategies and objectives outlined in the plan and report against measurable targets.

Maintain and share knowledge of current market conditions/trends and assess in-market opportunities.

Represent Toi Ohomai throughout South Asia, including attending relevant events, updating agents, gathering market intelligence, holding presentations, interviewing potential applicants, and liaising with government and funding agencies.

Provide up-to-date and accurate programme information to prospective students, agents, and other key decision-makers.

Demonstrate commitment to:

Ākonga at the centre ensuring positive outcomes for ākonga in all aspects of their learning journey.

Te Tiriti o Waitangi and Māori Success by positively championing and contributing to the success of partnerships with Iwi, Hapu and Mana Whenua, honouring Te Tiriti to uplift Māori success.

Ākonga at the center through ensuring positive outcomes for ākonga in all aspects of their learning journey.

Te Tiriti o Waitangi and Māori Success by positively championing and contributing to the success of partnerships with Iwi, Hapū and Mana Whenua, honoring Te Tiriti o Waitangi to uplift Māori success.

Equity by identifying and removing barriers to participation and achievement, and fostering inclusive, culturally responsive environments where all ākonga and kaimahi can thrive.

Vocational Education Excellence through building responsive provision and services to meet the needs of ākonga, and stakeholders and to enable future sustainability.

Pūkenga | Have

Minimum degree level qualification in a relevant field, or the equivalent body of knowledge gained through experience.

Proven experience in international student recruitment including experience leading and driving market plans, with a strong sales ethos.

Demonstrated experience achieving enrolment targets.

Excellent analytical and problem-solving skills to enable solutions to international recruitment challenges.

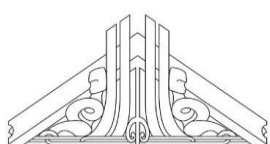
Sound understanding of the global education environment and an understanding of overseas qualifications.

Sound understanding of the NZ education system.

Experience in advocating and leading the inclusion and application of Te Tiriti o Waitangi practices in a workplace setting.

Experience in leading and advocating the use of Te Reo Māori, tikanga and mātauranga Māori in the workplace.

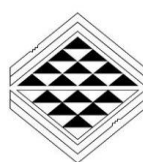
Demonstrated practice in advocating, supporting and leading approaches that promote equity and prioritise the needs of priority groups.



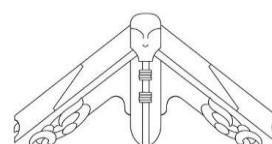
WHANAUNGATANGA



TOITUTANGA



MANAAKITANGA



KOTAHITANGA

Waiaro | Be

At Toi Ohomai, Toiohomaitanga describes our way of doing and being. It reflects how we care for each other, work together, and uphold our shared purpose. These behaviours apply to all kaimahi, with expectations scaled to the nature and level of each role. They guide how we show up in our mahi, contribute to our collective success, and reflect our commitment to Ā mātou uara | Our values in everyday practice.

Ako: Demonstrates curiosity and a commitment to continuous learning. Applies new knowledge to improve practice and outcomes and actively contributes to a culture of shared growth. This supports toitūtanga by sustaining excellence and adaptability over time.

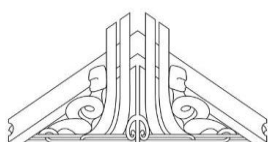
Authentic and Inclusive: Fosters inclusive environments where people feel safe, respected, and able to be themselves. Actively includes diverse perspectives, addresses inequities, and supports others to thrive. These behaviours reflect manaakitanga through care, generosity, and upholding the dignity of all.

Connected: Builds and maintains strong, trusting relationships across teams and communities. Fosters cross-functional collaboration by sharing knowledge, aligning efforts, and supporting others to achieve shared goals. Communicates with empathy and respect, contributing to a shared sense of purpose. This strengthens whanaungatanga by nurturing meaningful connections and collective wellbeing.

Innovative and impactful: Identifies opportunities to improve and applies evidence, creativity, and courage to drive meaningful change. Uses data and insights to inform decisions, challenge the status quo, and focus on outcomes that matter for ākonga, kaimahi, and communities. These behaviours reflect kotahitanga, recognising that lasting improvement is strengthened through collaboration and shared purpose.

Engaged: Actively participates in Toi Ohomai initiatives that advance our vision. Shares knowledge, supports others, and contributes to a positive, forward-focused culture. This is how we can live kotahitanga, working together with unity and purpose.

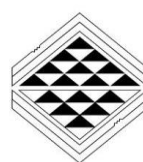
Self-aware: Demonstrates humility, reflection, and openness to feedback. Understands the impact of their actions and takes responsibility for creating conditions where others can thrive. This reflects toitūtanga through thoughtful and courageous practice that supports respectful relationships and sustainable ways of working.



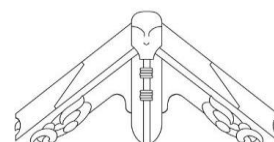
WHANAUNGATANGA



TOITUTANGA



MANAAKITANGA



KOTAHITANGA

Ngā Hononga Mahi | Working relationships

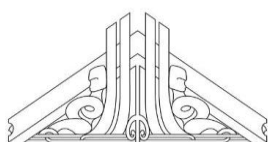
Internal: Leadership Team, Faculty Leads, Managers

External: Ākonga Industry Representatives, Agents /stakeholders, Government Departments, Other ITP's, training providers, Universities, schools, Strategic Partners

Resource delegations and responsibilities:

Financial: As per delegated authorities

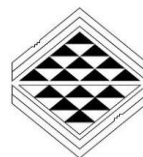
People: Nil



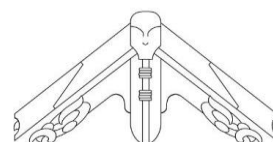
WHANAUNGATANGA



TOITUTANGA



MANAAKITANGA



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