



JAC Recruitment

We are recruitment specialists around the globe

Thailand

## PR/117595 | Student Recruitment and Business Development Director (Education)

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1551968

**Industry**

Education

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

July 15th, 2025 10:26

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

Our client is a private university.

My client is looking for an International Student Recruitment and business development director to develop and implement strategies for recruiting international students. This role involves evaluating strategies, ensuring market diversification and working with stakeholders to meet targets.

### Job Responsibilities

- Develop and execute plans to grow and diversify the international student population.
- Use data-driven strategies and leverage alumni, agents and industry networks.
- Lead an international student recruitment and recruitment team using global market intelligence and best practices.
- Allocate resources strategically to high-yield markets and channels.
- Set and achieve international intake targets with internal stakeholders.

- Identify new program opportunities aligned with emerging markets.
- Provide advice on market positioning and acquisition strategies.
- Enhance the university's competitiveness and visibility in key regions.
- Oversee the agent network, ensuring performance expectations and compliance.
- Monitor agent performance and commission structures.
- Analyze key performance metrics and prepare detailed reports.
- Present data-driven insights for strategic decision-making.
- Lead the team, managing budget, staff development and promotional campaigns.
- Resolve operational issues and maintain global relationships through international travel.

#### Requirements

- A Bachelor's degree in Business Management, International Education or a related field is required.
- More than 5 years of significant leadership experience in international student recruitment, ideally within the higher education sector.
- Proven track record in developing and implementing large-scale, data-driven global student recruitment and business development strategies.
- A deep understanding of international student mobility trends, cross-cultural communication and regulatory requirements such as visa compliance and agent regulations.
- Ability to lead high-performing teams and manage complex global partnerships effectively.
- Excellent communication, negotiation and stakeholder management skills
- Fluent in Thai and English

If you are interested, click **APPLY NOW**. Please note that only shortlisted candidates will be contacted due to the high number of applicants. Thank you for understanding.

#LI-JACTH

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#### Company Description