



SENIOR ENGAGEMENT COORDINATOR, SCHOOL LEAVERS

Work Area	Marketing and Communications
Classification	Level 7
Supervisor	Manager, Future Students
Incumbent:	Vacant

VISION

To become Australia's premier regional university.

MISSION

Enriching our regions, connecting with our communities and creating opportunities for all.

VALUES

At UniSC we will:

- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and each other
- Strive for excellence and innovation in all that we do

OVERVIEW OF MARKETING AND COMMUNICATIONS

The Office of Marketing and Communications (M&C) develops and implements integrated marketing and communications strategies that aim to grow enrolments and strengthen the University's national and international reputation. A fast-paced and deadline-driven environment, our highly specialised teams play a key role in helping the University achieve its strategic goals.

The function is split in to five specialised teams who work together to contribute to the university's efforts to build reputation and recruit students. These five teams include:

1. Events & Partnerships
2. Strategic Communications
3. Marketing Strategy & Services
4. Future Students
5. Digital Marketing



PRIMARY OBJECTIVES OF THE POSITION

Leveraging their extensive experience in student recruitment and marketing, the Senior Engagement Coordinator, School Leavers is responsible for:

1. Overseeing all aspects of the university's program of school leaver engagement activities that position UniSC as a university of choice for prospective students in secondary schools, and their influencers.
2. Providing high level advice on admission schemes, marketing collateral, campaign activities, product development and implementation.
3. Provide advice, guidance and support to a team of school-facing Regional Engagement Coordinators and act as the first point of contact with regards to issues that require escalation in relation to the School Leaver's Program and Student Ambassadors.

NATURE AND SCOPE OF POSITION

Under the broad direction of the Manager, Future Students, the Senior Engagement Coordinator, School Leavers is responsible for the strategic direction of student recruitment activities in the Moreton Bay and Brisbane regions. This includes developing and managing a diverse range of student recruitment, marketing and conversion activities with prospective school leavers, their influencers and internal stakeholders at all levels.

The Senior Engagement Coordinator, School Leavers leverages their understanding and insights into the school leaver market to inform and lead nurture strategies, campaign materials and collateral to better attract and convert future students.

KEY ACCOUNTABILITIES OF THE POSITION

1. Lead the delivery of the university's school engagement strategy, supporting a team of Regional Engagement Coordinators in achieving their school engagement objectives.
2. Direct supervision of Future Students staff working in the Moreton Bay schools and across school leaver events.
3. Oversee the development and delivery of UniSC's program of student recruitment activities across the Brisbane and Moreton Bay regional catchments including making decisions and efficiently allocating resources, lead the implementation of strategies and programs, prioritising activity on the basis of historical data, audience obtainability and market insights.
4. Responsible for the training and development of the university's team of casual Student Ambassadors, and act as the key point of contact for escalation of matters relating to the Student Ambassador program.
5. Provide high level advice to internal stakeholders including Senior Management, on university activities that intersect with the school leaver market, such as the Early Offer Guarantee, Headstart, academic engagement programs and targeted widening participation projects.
6. Contribute to the strategic and operational planning for the Future Students team, including supporting the Manager, Future Students with expense management, resource allocation, regular reporting and strategic analysis of the effectiveness of the unit's activities.
7. Manage a portfolio of secondary schools, providing quality, client focused service and maintaining a program of engagement activities.



8. Identify best practice, explore new opportunities and provide recommendations to the Manager, Future Students on strategic and operational issues affecting the unit.
9. Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.

KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following **Selection Criteria**:

1. The successful candidate will hold a relevant degree with 4 years relevant experience, or possess an equivalent combination of relevant work experience and education/training.
2. Extensive experience in managing student recruitment, marketing or career counselling strategies and activities.
3. High-level interpersonal, communication, liaison, networking and mediation skills in order to develop and maintain effective relationships.
4. High-level public speaking and written communication skills.
5. High-level organisational and administrative/project and event management skills, including the ability to operate independently within established frameworks and guidelines while prioritising competing work demands and meeting deadlines.
6. Ability to exercise sound judgement in dealing confidently and sensitively with people from a wide range of backgrounds, including senior administrators and academics.
7. Ability to make informed decisions on the basis of strategic information, data and market insight.

DESIRABLE

1. Experience delivering engagement or marketing communication with young-adults or school groups.
2. Established relationships with Career advisors and Guidance Officers in the Moreton Bay and Brisbane region.
3. Experience in a management role in a large and complex organisation.

Additional Requirements

After hours and weekend work along with a flexible approach to work hours, will be required.

This role will support the delivery of Student Recruitment activities across all five of UniSC's campuses and regular travel between campuses is expected in this role.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.