

University of the  
Sunshine Coast  
Australia

## POSITION DESCRIPTION

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<b>Position:</b>	5920 International Business Development Coordinator
<b>Work Area:</b>	International
<b>Classification:</b>	Level 6
<b>Supervisor:</b>	7022 International Business Development Manager

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### 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:

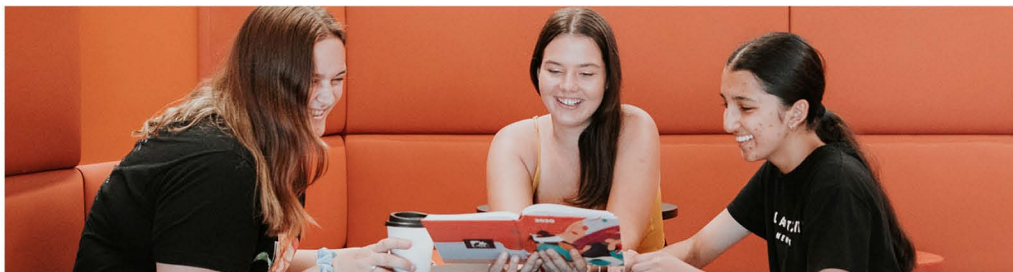
- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and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

### OVERVIEW OF INTERNATIONAL

International is responsible for the development and implementation of the University's strategic priorities to increase the cultural diversity of the student population and the global connectedness of graduates. International promotes UniSC's unique product offerings and student experience, while increasing the University's global presence through its international graduates, transnational education opportunities and learning abroad programs. The Directorate is responsible for a range of functions including international marketing, student recruitment, admissions, compliance, partnerships and learning abroad.

### PRIMARY OBJECTIVES OF THE POSITION

1. Contribute to the development and implementation of market-specific international student recruitment strategies for allocated regions, regularly monitoring, reviewing and reporting on performance and return on investment.
2. Maintain up-to-date knowledge of international education pathways, academic qualifications, and market trends and provide regular insights and detailed reports on market conditions and strategic growth opportunities.



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3. Build and sustain strong, productive relationships with key stakeholders and oversee performance and training of education agents.

## NATURE AND SCOPE OF POSITION

The International Business Development Coordinator contributes to the development, implementation and evaluation of international student recruitment strategies. The role supports offshore international student recruitment activities across all regions and holds primary responsibility for the onshore market.

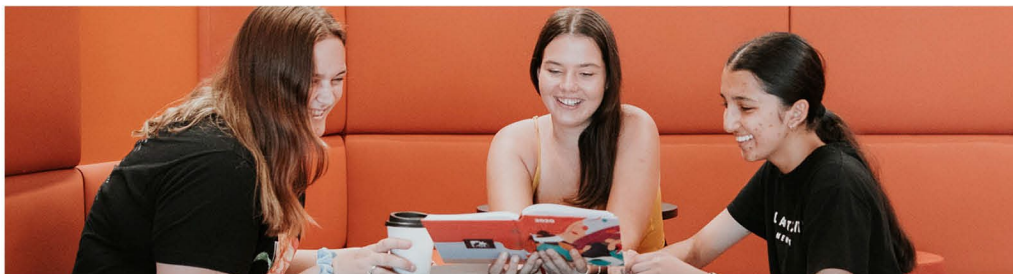
Success is measured against annual targets related to international student commencements and associated revenue. The role is required to demonstrate quantifiable return on investment and cost per acquisition measures, primarily for the onshore market.

The International Business Development Coordinator will develop and maintain knowledge and understanding of relevant international education pathways, academic qualifications, risk factors, motivating factors and product demand. The incumbent will provide regular market intelligence and operational support related to strategic growth opportunities, admissions and compliance requirements and student recruitment activities and outcomes.

The International Business Development Coordinator regularly represents UniSC and builds and maintains internal and external stakeholder relationships that contribute to international student recruitment deliverables. The position manages education agent performance and training for specified regions and provides specialist support for enquiry and conversion activities.

## KEY ACCOUNTABILITIES OF THE POSITION

1. **Business Development:** Contribute to the creation, implementation and assessment of international student recruitment strategies to meet annual targets for student commencements and revenue.
2. **Representation:** Represent UniSC, primarily onshore, demonstrating high levels of intercultural competence and maintaining brand integrity.
3. **Market management:** Hold primary responsibility for the onshore market, focusing on recruitment activities, engagement, and conversion of prospective international students.
4. **Operational support:** Provide operational support to the Business Development team as required.
5. **Subject Matter Expertise:** Maintain thorough knowledge and understanding of international education pathways, academic qualifications and factors influencing student decisions for allocated regions.
6. **Market Intelligence and Reporting:** Provide regular updates and insights on market trends, strategic growth opportunities, and competitive landscape to inform recruitment strategies and decision-making.
7. **Evaluate and Report:** Regularly assess the effectiveness of recruitment strategies and provide detailed reports on performance against annual targets.
8. **Budget monitoring:** Manage cost per acquisition measures for assigned regions/activities, ensuring efficient use of resources and return on investment.
9. **Stakeholder Relationship Management:** Build and maintain strong relationships with internal and external stakeholders, including managing the performance and training of education agents.
10. **Enquiry and Conversion:** Provide specialist support for enquiry management and conversion activities, assisting prospective students through the application and acceptance process.
11. 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.



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## KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

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

1. Completion of a relevant degree with subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training.
2. Expert knowledge of international student recruitment and/or admissions practices and ability to interpret and apply relevant policies and procedures.
3. Analytical skills, with the ability to gather, interpret and report on market intelligence and performance data to inform strategic decisions.
4. Ability to understand and interpret a range of source-country education systems, academic qualifications and factors influencing student decisions.
5. Proven ability to meet tight timeframes, achieve targets and resolve problems without direct supervision, through a demonstrated level of initiative, displaying commitment and self-motivation.
6. Excellent stakeholder engagement, representational and relationship management skills and expertise in cross-cultural collaboration.
7. Outstanding interpersonal and communication skills, with the demonstrated ability work well in a team, represent the university effectively and uphold brand integrity.
8. Ability to identify and effectively respond to areas of operational risk in an agile manner.
9. Demonstrated understanding of the Australian and international Higher Education sector including current issues and emerging trends in the governance and internationalisation of Higher Education.

### Desirable

1. Fluency in a language other than English and of relevance to the regions of responsibility.
2. Experience and expertise in the use of a CRM and Eloqua.

### Additional Requirements

It is a condition of employment for this position that:

- There may be the requirement to provide periodic evidence of immunisation against communicable diseases.
- There will be a requirement to regularly work non-standard hours.
- There may be restrictions on recreational leave during peak periods.
- There will be a requirement to undertake regular domestic, and occasional international, travel.

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.***