



POSITION DESCRIPTION

Academic Engagement

Faculty of Science

Manager, Future Students

POSITION NO	0034228
CLASSIFICATION	PSC 8
SALARY	\$99,199 - \$107,370 p.a.
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full-Time (1 FTE)
BASIS OF EMPLOYMENT	Full-time (fixed-term) position available for 12 months
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Belinda Day Tel +61 38344 5649 Email bday@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

The Manager, Future Students is a member of the Academic Engagement Team within the Faculty of Science. Reporting to the Academic Engagement Manager, the incumbent is responsible for enhancing the Faculty's profile among prospective students, their influencers and the wider community, and managing the graduate coursework admissions process.

The Manager, Future Students will provide high level advice to senior management and staff on the development and implementation of recruitment strategies and campaigns for science programs to achieve Faculty student recruitment targets. This includes the effective management of conversion activities of both domestic and international enquiries and leads and analyzing data and market intelligence to identify development opportunities.

The Manager, Future Students is to develop, maintain and remediate where necessary effective relationships with University Services to ensure high quality and timely delivery of services, particularly in the area of External Relations and Academic Services.

1. Key Responsibilities

- ▶ Provide positive leadership to the Future Students team, embedding a high quality client service culture, linking individual goals and team targets to Faculty and University objectives
- ▶ Foster effective working relationships with the Marketing and Communications and Academic Programs teams to support recruitment and marketing and communications across the entire student lifecycle
- ▶ Develop and implement recruitment strategies and campaigns for science programs to achieve Faculty student recruitment targets
- ▶ Use market intelligence and data from a variety of sources internationally and domestically to maximise recruitment and market opportunities and to evaluate the effectiveness of activities and campaigns.
- ▶ Lead, manage and oversee the development and implementation of a variety of conversion strategies that are market specific and market sensitive to ensure load targets are met.
- ▶ Provide clear and comprehensive advice to prospective students, their influencers and University colleagues on all aspects of science undergraduate and graduate courses, admissions and selection processes
- ▶ Support intra-Faculty communications and internal stakeholder management by coordinating with schools to ascertain their recruitment priorities and admissions support requirements
- ▶ Coordinate and manage selected promotional programs and activities on behalf of the Faculty targeting prospective students, parents, sponsors, pathway providers, education representatives and alumni
- ▶ Manage and review the efficiency of administrative procedures in relation to recruitment and admissions ensuring a culture of innovation and continuous improvement and service excellence
- ▶ Compliance and quality assurance management, in line with requirements under the University's risk management framework including OH&S, legislation, statutes, regulations and policies

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Post graduate qualifications in a relevant discipline and or equivalent mix of education and relevant experience
- ▶ Knowledge of the market for Australian and international tertiary students, and an understanding of current government policies and legislation affecting international students and educational institutions
- ▶ Demonstrated ability to undertake market analysis to develop and implement creative strategic marketing and recruitment plans, preferably in the higher education context, to improve market share
- ▶ Exceptional communication and interpersonal skills, including the ability to draft various forms of communications and present to a variety of audiences
- ▶ Demonstrated organisational and project management skills with the ability to develop, implement and maintain programs and administrative processes
- ▶ A high level of enthusiasm, flexibility, self-motivation and initiative, and demonstrated ability to work independently as well as cooperatively as part of a team
- ▶ Demonstrated ability to engage and work with multiple and diverse stakeholders, and to manage these relationships and expectations effectively
- ▶ Supervisory experience including demonstrated experience in leading and managing a team

2.2 DESIRABLE

- ▶ Knowledge of The University of Melbourne's policies, procedures and systems
- ▶ Experience managing admissions

2.3 SPECIAL REQUIREMENTS

- ▶ Willingness to work outside of standard hours may be required from time to time
- ▶ Ability to undertake overseas and interstate travel may be required

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Future Students Manager receives broad direction from the Manager, Academic Engagement and operates within the framework of Faculty and University policy and requirements. The Future Students Manager will work independently to plan, deliver and evaluate recruitment and admissions activities and processes.

The incumbent will be required to form strong working relationships with their counterparts in other faculties, as well as University Services (Academic Services, External Relations), with internal (Academic Programs & Enrichment, Marketing and Communications and the Faculty of Science Schools) and external service providers. The position may also require the incumbent to represent the Faculty at a variety of functions and interact in a

professional and informed manner with individuals from a broad range of stakeholder groups.

3.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent will be expected to exercise a high degree of initiative and sound judgement in resolving complex problems or issues that may arise. The incumbent will also have the discretion to provide innovative solutions to problems during activities and within the work area.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Future Students Manager is required to have knowledge of the Faculty's marketing and recruitment plans and strategies and requires a comprehensive knowledge of marketing and recruitment concepts and best practice.

The incumbent should possess excellent IT skills with demonstrated experience using CRM systems and Power Point and have the ability to analyse data and market intelligence.

Ideally the occupant will have a thorough understanding of the wider University sector both nationally and internationally, current stakeholders and possess or develop knowledge of competitors nationally and internationally.

3.4 RESOURCE MANAGEMENT

While there is limited budget responsibility attached to this position, the occupant will manage their own time, and that of the team, and will coordinate, plan and review administrative processes that impact on resource allocation within the Faculty.

3.5 BREADTH OF THE POSITION

The incumbent will work with staff at all levels of the Faculty and with external organisations and service providers. The incumbent will represent the Faculty and University when liaising with internal and external stakeholders, including local and international prospective and current students, academic and professional staff and other faculties and departments.

4. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual

harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 FACULTY SECRETARIAT

The Faculty Secretariat is the administrative unit for the Faculty of Science and all its teaching, research and commercial activities. The Secretariat is responsible for the policy development, planning, implementation and ongoing management of Faculty programs.

6.2 FACULTY OF SCIENCE

<http://www.science.unimelb.edu.au>

Science at the University of Melbourne is the most highly ranked Faculty of Science in Australia.* Science is defined by its research excellence in the physical and life sciences and is at the forefront of research addressing major societal issues from climate change to disease. Our discoveries help build an understanding of the world around us.

We have over 150 years of experience in pioneering scientific thinking and analysis, leading to outstanding teaching and learning and offer a curriculum based on highly relevant research, which empowers our STEM students and graduates to understand and address complexities that impact real world issues and the challenges of tomorrow.

We aspire to engage the broader community with the impact that Science has on our everyday lives. Through the strength of our internships and research project offerings, our students are provided opportunities to engage with industry partners to solve real-world issues.

The Faculty of Science has over 40,000 alumni and is one of the largest faculties in the University comprising seven schools: BioSciences, Chemistry, Earth Sciences, Ecosystem and Forest Sciences, Geography, Mathematics and Statistics, and Physics.

The Faculty is custodian of the Bio21 Molecular Science and Biotechnology Institute, Office for Environmental Programs and home to numerous Centres.

Science manages more than \$280 million of income per annum, with a staff base in the order of 220 professional staff, and more than 540 academic staff.

We offer a range of undergraduate, honours, graduate and research degrees; enrolling over 10,000 undergraduate and graduate students. The Faculty of Science is the custodial Faculty for the BSc (Bachelor of Science) with enrolments of approximately 6,200 students.

The Faculty of Science is a leader in research, contributing approximately \$50 million in HERDC income per annum. The Faculty of Science is highly research focused, performing strongly in the ARC competitive grants schemes, often out-performing the national average. The Faculty of Science is currently growing its competitiveness and standing in the NHMRC space.

The Faculty of Science provides community services and industry partnerships based on a solid foundation of research in the pure and applied sciences. The Faculty has an endowment of approximately \$50 million. The annual income from the endowment supports more than 120 prizes, scholarships and research awards.

* Figures from the latest available data for 2015. including

6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic

breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of *Research at Melbourne: Ensuring Excellence and Impact to 2025*.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>