

POSITION DESCRIPTION



Student and Scholarly Services
Chief Operating Officer Portfolio

Senior Manager, Student Recruitment (Offshore)

POSITION NUMBER	0047084
PROFESSIONAL CLASSIFICATION STANDARD/SALARY	UOM 9 - \$139,693 - \$145,339 per annum (pro rata for part-time)
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full Time (1 FTE)
BASIS OF EMPLOYMENT	Continuing
HOW TO APPLY	Go to http://about.unimelb.edu.au/careers , under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Pam Shih, Associate Director, Student Recruitment Tel +61 3 8344 4757 Email pam.shih@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

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

Find out more about the University's strategy, 'Advancing Melbourne', at <https://about.unimelb.edu.au/strategy/advancing-melbourne>

CHIEF OPERATING OFFICER PORTFOLIO

The Chief Operating Officer (COO) Portfolio enables quality outcomes for students, staff and partners by delivering University-wide services and operational support to meet the organisation's evolving needs and strategic goals. The portfolio also works in partnership with teams across the University to drive innovation, transformation and improved performance, within and across functions. It is responsible for the University's budget and financial performance, and the management of its property and capital.

The COO Portfolio is comprised of six sub-portfolios covering all areas of our operations, including the newly established Operational Performance group. This has been established to drive and manage a program of operational improvement and service transformation, underpinned by contemporary business insights, data modelling, predictive analytics, digital tools, and service planning.

- Business Services
- Finance
- Legal and Risk
- Operational Performance Group
- Research, Innovation and Commercialisation
- Student and Scholarly Services

STUDENT AND SCHOLARLY SERVICES

Student and Scholarly Services provides student administration and services from recruitment and point of enquiry to graduation. This team also delivers wellbeing and scholarly services to students and staff.

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 based on 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 Advancing Melbourne strategy that addresses 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 Advancing Melbourne.

ABOUT THE ROLE

Position Purpose:

Reporting to the Associate Director, Student Recruitment, the Senior Manager, Student Recruitment (Offshore) co-leads a team of Regional and Country Managers across several locations globally and is responsible for the development and implementation of market based student recruitment plans to achieve the University's international student acquisition targets.

Working jointly to lead the team, the Senior Managers, Student Recruitment (Offshore) provide leadership and expertise to the University on international student recruitment activities globally. . The incumbent will work with colleagues across all Divisional Groups and Chancellery to attract and recruit high quality international students directly and through recruitment platforms/channels.

A key focus for this role is to develop, maintain and remediate where necessary, strong and effective working relationships with the Communications and Marketing team, Divisional Groups and Faculties, Chancellery, Future Students and other areas of Student and Scholarly Services to ensure high quality and timely service delivery.

Reporting line: Associate Director, Student Recruitment

No. of direct reports: 4

No. of indirect reports: 16 to 20

Direct budget accountability: \$500,000

Key Dimensions and Responsibilities:

Task level: Significant

Organisational knowledge: Significant

Judgement: Significant

Core Accountabilities:

Offshore Student Recruitment

- Co-lead a team of Regional and Country Managers, in Melbourne and overseas, to develop and deliver an integrated recruitment and conversion plan for students located offshore to ensure relevant University targets are met.
- Support achievement of strategic goals of Future Students through proactively engaging, sharing information, seeking feedback and collaborating across teams within, and beyond, Future Students.
- Effectively motivate, coach and manage team members to achieve goals. Provide clear performance and behaviour expectations, regular feedback and document performance outcomes, ensuring poor performance is addressed and high performance nurtured and rewarded.
- Contribute to, and ensure the delivery of, the University's international student diversification plans under the Advancing Students and Education; and Advancing Melbourne Globally strategies, leading the development of new market opportunities.
- Partner with admissions staff to improve the applicant experience, working collaboratively to improve the quality of applications, reduce turnaround times and increase conversion rates.
- Work and collaborate with recruitment leads across Divisional Groups to oversee recruitment of students through the delivery of coordinated offshore University-wide program of engagement with prospective undergraduate and graduate students.
- Develop new and nurture existing partnerships with education agents, secondary school career advisors, external sponsors and government departments in offshore markets, including design of relevant engagement activities leading to student enrolments.
- Working closely with the Future Students Planning & Operations team, manage the University's education agent appointment, performance review and renewal process as well as the agreement process for external sponsors for designated offshore markets.

- In conjunction with the Future Students Planning & Operations team, monitor offshore market compliance issues, proactively identifying potential risk in relation to genuine students and document fraud.
- Coordinate with the Communications & Marketing team to develop a series of events and communications including electronic and print collateral to enable engagement with prospective students and key influencers.
- Manage and monitor the offshore student recruitment budget for designated markets.
- Ensure the team provides insights to, and work closely with, the Future Students Planning and Operations team to ensure relevant market intelligence is collated and reported to key stakeholders to inform decision making across relevant offshore markets.
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- Effectively manage team members ensuring a culture of service excellence, collaboration and continuous improvement. Provide opportunities for professional development and training to ensure knowledge and capability is built across the University.
- Ensure workforce planning is in place. Participate in and contribute to coverage of peak period activities across the Future Students team to enable operational obligations and agreed service levels to be met.

Selection Criteria:

Education/Qualifications

1. The appointee will have: A relevant postgraduate qualification with management experience relating to student recruitment, or an equivalent combination of relevant training, education and/or experience

Knowledge and skills:

1. Previous experience with undertaking student recruitment and/or selection within a tertiary education context
2. Demonstrated leadership and experience in developing and delivering organisational plans, aligning organisational strategies, and balancing resourcing demands within a complex environment
3. Demonstrated ability to lead high performing teams, encourage a collaborative and effective work environment
4. High-level written communication and interpersonal skills including demonstrated ability to prepare and deliver business papers, reports and proposals for all levels of the University and external bodies

5. Demonstrated data literacy and analytical skills, including the capacity to translate data into reports for stakeholders
6. Proven ability to build, establish and maintain relationships and manage multiple stakeholders
7. Demonstrate COO values by acting in the best interest of your employer; displaying service excellence by striving to deliver beyond expectations and taking ownership of the delivery; and value working collaboratively, connecting with people and building relationships in your workplace.

Knowledge and skills (Desirable):

1. Knowledge of common university systems, such as Salesforce and Tech One relating to student recruitment & selection
2. Working knowledge of a second language

Other job related information:

- This position will involve overseas travel
- Evening and weekend work is required
- A current driver's licence is essential
- Working in this role involves regular lifting of boxes weighing approx. 10kg
- Leave may be restricted over peak periods

Special Requirements:

Employment in this position is conditional upon reception and maintenance of a Working with Children Check