

Position Description



Position title:	Conversion Coordinator
School/Directorate/VCO:	Student Experience and Administration Services
Campus:	Mt Helen Campus. Travel between campuses may be required.
Classification:	Within the HEW Level 7 range
Time fraction:	Full Time
Employment mode:	Fixed Term six-months
Probationary period:	This appointment is offered subject to the successful completion of a probationary period.
Further information from:	Harry Kalra, Student Experience and Administration Services Directorate Telephone: +61 414 201 400 Email: h.kalra@federation.edu.au
Recruitment number:	850725

Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities we serve.

We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our university and TAFE campuses in Ballarat, Berwick, Brisbane, Gippsland, and the Wimmera, we deliver world-class education and facilities. With the largest network of campuses across Victoria, as well as a growing Brisbane base, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

Directorate

The Student Experience and Administration Services (SEAS) Directorate is led by the Dean of Students and Registrar and is part of the Academic portfolio. The Directorate oversees the provision of services across the whole student lifecycle from inquiry to graduation. It includes student engagement, employability, equity, wellbeing, student advocacy, learning and academic skills, as well as student administration services, and contact centres. The Directorate works collaboratively across the University and has close links with external stakeholders including employers, industry groups and the community.

SEAS was founded on a vision informed by sector best practice and service excellence, and is driven by the University's strategic goals. Its collective focus is to support and engage effectively with learners and prospective learners across their student journey. We strive to help our graduates to value life-long learning, achieve fulfilling careers and lives, and contribute to their communities. We provide personalised face-to-face and online services to meet individual needs, take a whole-of-person approach to supporting our students, and provide programs that equip graduates with essential skills to thrive in life after university.

Position summary

The University Service and Contact Centre provides multi-channel 'front door' resolution of inquiries and the provision of advice for prospective and current students, graduates, staff, community, and all inquiries.

The primary purpose of the Conversion Coordinator is to support the operation of the University Service and Contact Centre to optimise the student conversion across both Higher education and TAFE sectors. The role will help develop strategies on continuous improvement targeted at increased student numbers. The position will need to be extremely proactive, interpreting data, predicting trends and possible deficiencies, and using this information for process improvement and cost reduction where applicable.

The Conversion Coordinator is responsible for ensuring service targets are measurable and implemented, whilst balancing efficiencies with customer satisfaction and governance requirements. The successful incumbent will also effectively develop conversion plans and execute activities to maximize student intake and retention.

Key responsibilities

1. Work in conjunction with the Senior Manager, University Service and Contact Centre and the Associate Director, Student Administration to define quarterly objectives, standardise business reporting and create dashboards for executive teams.
2. Develop and implement systems and processes for efficient administration of the application process whilst ensuring the principles of continuous improvement and best practice are applied.
3. Proactively identify impediments to streamline the application processes and implement tactical activities to improve the student intake process.
4. Coordinate the development of strong internal and external stakeholder management skills amongst the student administration teams to help develop strategies for conversion.
5. Enable the contact centre telephony, technology, systems, and processes to be optimised for efficiency and to support the University objectives
6. Initiate and contribute to overall Customer Relationship Management (CRM) enablement with new initiatives that drives conversion efficiency and effectiveness
7. Continuously review and provide input into the introduction of new resource planning strategies, innovations, and process improvements that facilitate conversion objectives.
8. Partner with Human Resources and Operations to schedule organisational development and departmental presentations as needed.
9. Undertake the responsibilities of the position adhering to:
 - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
 - Equal Opportunity and anti-discrimination legislation and requirements;
 - the requirements for the inclusion of people with disabilities in work and study;
 - Occupational Health and Safety (OH&S) legislation and requirements; and
 - Public Records Office of Victoria (PROV) legislation.

Level of supervision and responsibility

The Conversion Coordinator reports to and works under the broad direction of the Senior Manager, University Service and Contact Centre.

The position is responsible for coordinating the operational matters within the portfolio focusing on supporting conversion strategies and execution. The incumbent will have latitude to develop/refine procedures and systems in relation to the operations of the Service and Contact Centre.

Training and qualifications

Completion of a degree with subsequent relevant experience, or extensive experience and special expertise or broad knowledge in technical, administrative fields, marketing and/or sales strategies; or an equivalent combination of relevant experience and/or education/training.

Position and Organizational relationships

The Conversion Coordinator reports to the Senior Manager, University Service and Contact Centre within the University Service and Contact Centre. In the provision of services, the incumbent will be required to work with other members of the University Service and Contact Centre, and other administrative areas. The position is responsible for interacting and working collaboratively with a diverse range of staff within the University to provide timely and accurate advice regarding contact center operations.

Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following key selection criteria:

1. Completion of a degree with subsequent relevant experience, or extensive experience and special expertise or broad knowledge in technical, administrative fields, marketing and/or sales strategies; or an equivalent combination of relevant experience and/or education/training.
2. Proven numerical, analytical, and problem-solving skills and an ability to deploy these to tailored reporting for specific and changing requirements.
3. Proven ability to work in complex frameworks, analyze and priorities elevated levels of information and convert ideas and objectives into actions.
4. Demonstrated initiative, attention to detail and the ability to communicate complex concepts to a broad range of stakeholders with varied interests and requirements.
5. Proven ability to prepare reports that use clear, concise language including fitting content for purpose
6. The desire and ability to work in partnership with colleagues to promote a strong staff culture
7. Demonstrated commitment and understanding of continuous quality improvement in a Customer Service environment
8. Ability to develop policies and procedures and to identify improvements and developments to systems and processes.
9. Demonstrated alignment with the University's commitment to child safety.

The University reserves the right to invite applications and to make no appointment.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.