

Job Description – Student Recruitment Manager

Position Details

Position Title:	Student Recruitment Manager
Division/ Centre:	Engagement
Department:	Student Recruitment and Marketing
Campus Location:	Based at the Saigon South campus, but may be required to work and/or be based at other campuses of RMIT Vietnam.
Job Grade/ Classification:	PSV08
Time Fraction:	Full time

RMIT University

RMIT is a global university of technology, design and enterprise. Our mission is to help shape the world through research, innovation, teaching and engagement, and to create transformative experiences for our students, getting them ready for life and work. One of Australia's original educational institutions founded in 1887, RMIT University now has 82,000 students including 12,000 at postgraduate level.

The University enjoys an international reputation for excellence in professional and practical education, applied and innovative research, and engagement with the needs of industry and the cities in which we are located. With three campuses in Melbourne (Central Business District, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia, Sri Lanka, Belgium, Germany, Austria and The Netherlands, and enjoys research and industry partnerships on every continent.

RMIT prides itself on the strong industry links it has forged over its 129-year history. Collaboration with industry is integral to the University's leadership in applied research and education, and to the development of highly skilled, globally focused graduates. We are a 5-Star university under the QS Stars international evaluation system, and are 21st in the world among universities less than 50 years old (2015 QS Top 50 Under 50 index).

RMIT features among the world's top 200 institutions in 13 of the 30 subject areas in the 2015 QS subject rankings. We are among the world's top 100 universities in Art and Design; Architecture and the Built Environment; Engineering (Civil and Structural; Electrical and Electronic; and Mechanical, Aeronautical and Manufacturing); Computer Science; and Business and Management Studies. The University's research was ranked among the best in the world in the 2015 Excellence in Research for Australia evaluation. RMIT was rated "well above world standard" in 13 fields and "above world standard" in a further nine fields.

www.rmit.edu.au

RMIT Vietnam

RMIT University Vietnam (RMIT Vietnam) is a campus of RMIT University. RMIT Vietnam is creating an innovative research, teaching and learning culture. We are committed to providing internationally recognised high-quality education and professional training for our students, clients and members of the community.

As an internationally recognised Australian university based in Asia, RMIT Vietnam is assisting in the development of human resources capability in Vietnam and the region.

Degrees are awarded by RMIT University in Australia, allowing Vietnamese students to receive an overseas education without having to leave home. Given its international profile, RMIT Vietnam is also host to students from Australia and many other countries. All degree programs are recognised by the Vietnamese Ministry of Education and Training (MOET) and are subject to regulation by the Australian Tertiary Education Quality and Standards Agency. The academic programs span from vocational English through to undergraduate, post-graduate and Ph.D. programs. All teaching at RMIT Vietnam is in English.

www.rmit.edu.vn

Position Summary

The Student Recruitment Manager is responsible for managing student recruitment operations for RMIT Vietnam's Saigon South Campus. The role encompasses coordinating events and activities in Ho Chi Minh City and surrounding provinces to meet student recruitment targets. The Student Recruitment Manager will develop, coordinate and manage recruitment strategies and events to attract parents and prospective students to RMIT Vietnam, in collaboration with Marketing and relevant academic teams and in conjunction with the Student Recruitment Manager in Hanoi.

Reporting Line

Reports to: Senior Manager – Student Recruitment & Marketing

Indirectly reports to: N/A

Direct reports: 6 direct reports

Organisational Accountabilities

RMIT Vietnam is committed to the health, safety and wellbeing of its staff members. RMIT Vietnam and its staff members must comply with a range of Vietnamese legal and regulatory requirements, including foreign investment & business, import & export, contracts & commerce, banking, finance & foreign exchange, labour, taxation, land & premises, environment, and immigration. RMIT Vietnam expects all staff members to comply with its Code of Conduct, policies and procedures, which relate to legal and regulatory requirements and our ways of working.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff, is up to date.

Key Accountabilities

- Lead recruitment strategies for Saigon South Campus in collaboration with the Student Recruitment Manager in Hanoi and the Marketing team, to achieve domestic profile targets;
- Manage student recruitment programs, including but not limited to working with high schools, international schools, education and training institutions, industry, agents and organising information sessions;
- Implement and oversee student recruitment policies, procedures and processes;
- Analyse and report on the effectiveness of student recruitment strategies on a monthly, quarterly and semester basis;
- Develop and manage relationships, networks and communication with key stakeholders and influencers;
- Provide strategic advice and market insight to enable contribution to setting strategic targets and direction;
- Manage financial resources for the Saigon South Student Recruitment Department;
- Manage the performance of the Student Recruitment team and provide appropriate training and support where necessary;
- In collaboration with the Market Research Department coordinate market research projects to gain intelligence on the current market and trends.

Key Selection Criteria

1. Experience in successfully executing conversion and sales strategies
2. Prior experience in leading, managing and developing sales teams to enable them to meet targets
3. Minimum 5 years of experience in relevant management position
4. Strong stakeholder management experience.
5. Knowledge and understanding of the education market and challenges within this industry
6. Experience in identifying customer drivers, buying and decision making behaviour
7. Knowledge and commitment to continuous improvement
8. Strong reporting and analysis skills.
9. Well-developed interpersonal skills, including negotiation, liaison and cross-cultural communication
10. Demonstrated ability to work in a team environment
11. Ability to display appropriate behaviours in line with the position, as per the RMIT Behavioural Capability Framework (Connectedness, Commitment to Excellence – Improve and Simplify; Imagination and Innovation; Impact; Inclusion; Agility).

Qualifications and Checks

Mandatory

A relevant Bachelors Degree with relevant industry experience

Preferred

Master degree with experience in management in a tertiary environment

English Proficiency

English is the language of teaching and communication at RMIT Vietnam. For this role, the minimum requirement is IELTS (General) with a score of at least 6.5 (or equivalent, as outlined in the Recruitment, Selection and Onboarding Guidelines).

For any role, English Language Proficiency may also be proven by showing successful completion of secondary education to a level qualifying to enter university study while being instructed through the medium of English, as per the RMIT University recognised qualification list.

Work Permit

All foreign employees must adhere to the requirements for obtaining a valid visa and work permit in Vietnam. These requirements are mandated by the Government and may be over and above the mandatory requirements and key selection criteria. Work permit requirements are subject to change.

RMIT Vietnam accepts zero tolerance to non-adherence of the immigration laws of Vietnam.

Endorsed:	Signature: Name: Title: Date:	Approved:	Signature: Name: Title: Date:
------------------	--	------------------	--