

Job Description – SEUP Program Advisor cum Student Engagement Coordinator

Position Details

Position Title:	SEUP Program Advisor cum Student Engagement Coordinator
Division/ Centre:	School of English & University Pathways (SEUP)
Department:	School of English & University Pathways (SEUP)
Campus Location:	Based at SGS campus, but may be required to work and/or be based at other campuses of RMIT Vietnam.
Job Grade/ Classification:	PSV4
Time Fraction:	1.0

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 is ranked among the world's top universities in 23 of 38 assessed subjects (and all five faculty areas) featured in the 2017 QS World University Rankings by Subject. RMIT features among the world's top 100 ranking in the 2017 QS subject rankings in Art and Design; Architecture and the Built Environment; Computer Science, Information Systems, Engineering (Civil and Structural); Engineering (Electrical and Electronic); Communication and Media Studies, Education, Business and Management Studies, and Development Studies. The University's research was rated "well above world standard" in 13 research fields and "above world standard" in a further nine fields in the 2015 Excellence in Research for Australia evaluation. In the 2017 QS Graduate Employability Rankings, RMIT is ranked seventh in Australia and 71-80 in the world on the basis of employer reputation, alumni outcomes, partnerships with employers, employer-student connections and graduate employment rate.

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, postgraduate and Ph.D. programs. All teaching at RMIT Vietnam is in English.

www.rmit.edu.vn

Position Summary

This role is the main point of contact for the School of English & University Pathways (SEUP) which caters to general customer service enquiries of prospective and current New Initiatives program students and their parents. This role is responsible for providing information about student progress, attendance, results and materials, offering advice and resolving complaints or issues to a high standard exceeding customers' expectation.

This position is directly responsible for all student recruitment processes from the point of generating first contact through to admissions. The quality and effectiveness of their Program Advisor tasks relate directly to the number of students enrolled in any products of New Initiatives programs.

This position also has responsibility for following up with parents and students of IELTS Test Preparation programs for re-enrollment.

Reporting Line

Reports to: Student Engagement & Marketing Manager (SEUP)

Key Accountabilities

- Point of contact for delivery of accurate and comprehensive information to customers about the University. Ensure all advice and information given to customers in relation to RMIT programs, entry requirements, admissions and selection processes is up-to-date, clear, accurate, transparent and timely.
- In charge of the SEUP recruitment and enrollment process from first enquiry to the point of enrolment and ensure a high level of service across all customer touch points.
- Understand the required key performance indicators (KPI's) across the recruitment process and work toward achievement of those KPIs, including, but not limited to number of calls, enquiries, applications, placement tests, and enrolments.
- Follow the guidelines on usage of the CRM and its entire function and execute the communications plan for prospective students. Follow the guidelines of the data entry processes into the CRM to ensure accuracy of all information obtained through recruitment events and related activities. Ensure the information is captured in CRM on a timely basis and accurately report on the effectiveness of those events and activities.
- Provide timely and effective reports to the Student Engagement and Marketing Manager in relation to individual sales targets, enrolment numbers, placement testing, English entry levels, inquiry volumes, variances, challenges and trends whenever required.
- Perform the role of presenter and MC across student recruitment activities and promotional events which showcase English language programs and strengthen the RMIT global brand on a national level.
- Remain abreast of competitors and their product offerings ensure understanding of points of differentiation and ensure those are communicated effectively to the customers.
- Conduct Placement Testing when required and act as a translator to introduce RMIT student support and services and create excellent customer experiences for potential students and parents.

Re-enrollment follow up:

- Follow up with parents and students of IELTS Test Preparation programs for re-enrollment including stopped and current students.

Administration Support:

- Understand all tasks of other SEUP Officers within the SGS team to cover their jobs when they are on leave or work in shift to ensure smooth communication and daily operation.

- Ensure all documentation collected from or about students is complete, accurate, unambiguous and in sufficient detail.
- Undertake any other duties that may be required by SEUP Student Engagement & Marketing Manager.

Key Selection Criteria

1. Bachelor Degree in the major of Sales and Communication or a relevant subject.
2. At least 2 years' experience in sales roles.
3. Ability to service ethics and excellence through the provision of quality service and advice and timely responses.
4. Well-developed interpersonal skills, including negotiation, liaison, and cross-cultural communication specifically in relation to customer relationship and sales functions.
5. Highly organised, detail oriented and able to handle multiple tasks simultaneously in a fast-paced environment.
6. Excellent customer service ethics and high expectations of quality.
7. Well-developed planning, organizational and problem-solving skills with the ability to supervise, coordinate and/or implement tasks in a timely fashion.
8. Attention to detail and accuracy when managing and communicating information and when entering data.
9. Excellent verbal and written communication skills.
10. Demonstrated ability to work independently and as part of a team.
11. Experience using database systems, experience in sales and customer services in the education industry.
12. Experience working with a wide range of suppliers, contractors, production houses, and event agencies regarding supplier contract management, performance evaluation and OHS.
13. Sound knowledge and skills using Adobe-Illustrator and CRM systems.
14. 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).

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 5.5 (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.

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.

Endorsed:	Signature:	Approved:	Signature:
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