

Position Description – Conversion and Customer Engagement Coordinator

Position Details

Position Title:	Conversion and Customer Engagement Coordinator
Position Number:	50071585
Portfolio:	Operations Portfolio
School/Group:	Global Marketing and Student Recruitment
Campus Location:	Based at the City campus, but may be required to work and/or be based at other campuses of the University.
Classification:	HEW 7
Employment Type:	Continuing
Time Fraction:	1.0

RMIT University

RMIT is a global university of technology, design and enterprise in which teaching, research and engagement are central to achieving positive impact and creating life-changing experiences for our students.

One of Australia's original educational institutions founded in 1887, RMIT University now has 83,000 students including 12,000 at postgraduate level.

The University enjoys an international reputation for excellence in professional and vocational education, applied and innovative research, and engagement with the needs of industry and the community.

With three campuses in Melbourne (City, 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 and Sri Lanka, and enjoys research and industry partnerships on every continent.

RMIT prides itself on the strong industry links it has forged over its 130-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 16th in the world among universities less than 50 years old (2016–17 QS Top 50 Under 50 index).

In the 2016 QS World University Rankings by Subject, RMIT is 16th in the world (highest ranked in Australia) in Art and Design, and 36th in the world (fourth highest in Australia) in Architecture and the Built Environment. We are also among the world's top 100 universities in Engineering (Civil and Structural; Electrical and Electronic; and Mechanical, Mechanical, Aeronautical and Manufacturing); Accounting and Finance; and Business and Management Studies).

Our 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.

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Portfolio/Group

The Global Marketing and Student Recruitment (GMSR) Group's vision is to bring to life RMIT's 2020 strategy by putting the student at the centre of everything we do, creating a differentiated brand proposition, developing integrated deep insights for all of our global students, and cultivating a differentiated and relevant service experience for those segments. The GMSR unit includes the following teams; Market Intelligence & Analysis; Market Development & Customer Innovation; Brand, Segments and Campaigns; Marketing Business Partners and Global Student recruitment.

The Global Student Recruitment Team leads all sales and direct marketing activities. It also includes International admissions activities, International student services, sponsorship development, and agent management.

Position Summary

The Conversion and Customer Engagement Coordinator develops communications and workflows to help drive customer conversion. The Conversion and Customer Engagement Coordinator supports the Conversion Manager to execute the conversion strategies, including nurture communications to applicants, improve customer engagement and maximise conversion of prospective students from enquiry to enrolment and drive growth by leveraging all channels to achieve student recruitment targets.

Reporting Line

Reports to: Conversion and Customer Engagement Manager
Direct Reports: Nil

Other key relationships include: Communications; Digital; Student Recruitment; Admissions; College Admissions Managers

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory 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

- Assists in developing and reporting on below the line tactics, including preparing copy and customer lists to be executed in campaign tools (adobe campaign and salesforce).
- Coordinate operational and day-to-day delivery of key services and relationship with key internal/external stakeholders.
- Work closely on the CRM and automation platforms to build, test, monitor and report on communication.
- Train and manage casuals for outbound calls.
- Develop initiatives to enhance prospective student/customer experience.
- Develop recommendations and enable implementation of successful conversion activities through data analysis and stakeholder consultation.
- Manage, develop and implement end-to-end projects for enquiry management, lead nurture and conversion.
- Manage multiple lists and databases ensuring data integrity of the CRM and outbound lists.
- Develop and leverage cross-functional working relationships with internal and external stakeholders to ensure delivery of effective direct marketing campaigns and customer experience.
- Provide specialist advice to internal stakeholders including recruitment and segment marketing teams to support achievement of key acceptance and enrolment targets.
- Benchmark performance against KPI's both internally, within the sector and across comparative functions across other industries to measure performance, monitor what good looks like and continuously improve capabilities.
- Assist and contribute when required across activities within the Global Student Recruitment team to support the broader team in reaching recruitment targets, this can include answering student enquires, large and small events (open day, agent week etc.) and general support across the recruitment and admission teams.

Key Selection Criteria

1. Demonstrated experience in enquiry management, direct marketing, including lead scoring and lead nurturing.
2. Demonstrated experience in using digital channels (EDMs, Display, Social media, webinars, chat and mobile).
3. Practical knowledge of customer experience design, user journey mapping and direct marketing.
4. Demonstrated experience in HTML (Hyper Text Markup Language), Google Analytics, database management, Excel and some graphic design experience.
5. Experience in tracking and reporting on key business metrics (open rates, clicks, conversions etc.) as well as a passion for improving customer experience.
6. Experience in email marketing and marketing automation with a focus on data analysis, EDM optimisation and testing to drive email conversion.
7. Excellent interpersonal communication skills, including skills in persuasion, information exchange and relationship management.
8. Demonstrated ability to show initiative and flexibility, a willingness to take on new challenges, work with minimal supervision, and organise workload to ensure timely completion of tasks.
9. Knowledge and experience working with cross-channel lifecycle management, in particular focussing on lead conversion.

Qualifications

A relevant qualification and relevant experience or an equivalent combination of study and experience.

Other

Flexibility to work after hours may be required

Note: Appointment to this position is subject to passing Working with Children check.

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