STUDENT RECRUITMENT COORDINATOR

DEPARTMENT/UNIT: Domestic Student Recruitment

FACULTY/DIVISION: Student Recruitment and Admissions

CLASSIFICATION: HEW Level 7

DESIGNATED CAMPUS OR LOCATION: 211 Wellington Road, Mulgrave

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

The Portfolio of the Chief Operating Officer and Senior Vice-President is responsible for the University’s administrative portfolio, which includes the majority of the University’s internal and infrastructure support services and the link between the University and associated organisations. The portfolio ensures the effective integration of people, buildings and technology drive to support the University’s objectives.

The Student Recruitment and Admissions Division, led by the Associate Vice-President, plays a critical role in delivering student load and revenue objectives for the University as well as other strategic priorities such as student diversity and focused market growth. It is the functional area responsible for Monash University and MCPL’s student attraction and their admission into the University. These critical functions enable the University’s core existence as an education provider as well as ensuring its financial wellbeing and business success through securing quality students and fee revenue in a sustainable way for the University.

POSITION PURPOSE

Reporting to the Manager (Programs and High Achieving Students), the Student Recruitment Coordinator is a principal spokesperson in the delivery of expert advice to potential students, their parents, agents, schools and the University student recruitment teams within Faculties. The incumbent works closely with the Manager (Programs and High Achieving Students) on the development and implementation of strategies to reach both domestic and international onshore student audiences to achieve recruitment goals. A large part of the role supports the implementation of the Monash Scholars Program targeting high achieving secondary students.

The incumbent will also work closely with the Manager (Postgraduate and Pathways) to support our graduate course offerings.

Reporting Line: The position reports to the Manager (Programs and High Achieving Students) under broad direction

Supervisory Responsibilities: Not applicable
KEY RESPONSIBILITIES

1. Deliver accurate and compelling information and prompt and expert advice on undergraduate and postgraduate course offerings by developing and running information sessions, education exhibitions, Open Day, careers events, and other prospective student engagement opportunities and their key influencers (schools, agents and sponsors)

2. Continuously improve, develop, promote and deliver tailored prospective student information events and promotional seminars for potential undergraduate students participating in the Monash Scholars Program

3. Support the University’s domestic graduate student recruitment strategy, with a particular focus on domestic graduate (FEE-PAY) and other graduate recruitment offerings such as executive education, short courses, online courses as needed or directed

4. Identify opportunities and build engagement strategies to support the recruitment of high achieving secondary school students (top 10%)

5. In consultation with team members updating publications, social media accounts and websites with consistent brand messages and provide input and feedback to the Marketing and Communications team on the development of content for effective print and online promotional materials and other collateral required to support meeting student recruitment goals

6. Build and maintain effective working relationships with a network of internal and external contacts and use these to facilitate communication regarding undergraduate and postgraduate course and admissions information, understand business needs and deliver effective, consistent services and outcomes in a cooperative and constructive manner

7. Identify trends, customer perceptions and competitor activity and provide analysis to inform future development of courses offerings to all faculties

8. Effectively represent both Student Recruitment and its interests, in external and internal meetings, negotiations and other relevant forums

9. Foster a strong and positive culture, by modelling appropriate values and behaviours at all times

10. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   • a degree in a relevant field with subsequent relevant experience, or
   • an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Demonstrated ability and experience in a student recruitment environment with a focus on undergraduate and/or postgraduate offerings (i.e. coursework, short course, executive programs)

3. High-level written and oral communication skills including experience in public speaking and the ability to develop rapport with targeted audiences

4. Sound knowledge of University and Faculty admissions, student administration regulations, and course selection criteria
5. Excellent interpersonal skills to build and maintain constructive working relationships at all levels, across diverse groups including academic and professional staff, potential and current students from diverse social and cultural backgrounds

6. Proven expertise in the planning, coordination and delivery of student recruitment events and product information sessions

7. Strong analytical skills and the ability to interpret University and Faculty policies and communicate complex rules to students and academics

8. Demonstrated ability to set priorities, manage time, and work effectively under pressure to meet deadlines

9. Demonstrated ability and experience in a student recruitment environment with a focus on undergraduate and/or postgraduate offerings

10. Demonstrated ability to take initiative and work with limited supervision, as well as effectively and cooperatively in a team environment

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University and external locations will be required
- There may be a requirement to work additional hours from time to time (including evenings, weekends and public holidays)
- There may be peak periods of work during which taking of leave may be restricted
- A current satisfactory Working With Children Check is required
- Some lifting of boxes weighing <10 kg will be required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.