STUDENT RECRUITMENT COORDINATOR

DEPARTMENT/UNIT Law Marketing and Engagement Services

FACULTY/DIVISION Faculty of Law

CLASSIFICATION HEW Level 6

DESIGNATED CAMPUS OR LOCATION Clayton campus

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.

Monash Law is the only Australian law school to operate from seven different locations on three continents, and with significant investment in three community legal centres. Our commitment to local communities and the local legal profession is as deep as our commitment to preparing our students and supporting our academics to make a difference in the world. We also have our dedicated Monash University Law Chambers situated in the heart of the Melbourne legal and judicial district that complements our Clayton base and legal clinics.

The Faculty has a vibrant research culture, with a strong commitment to diverse and innovative forms of high-quality and cross-disciplinary legal research that has governmental, professional, and social impact. We collaborate with world leaders in legal research and education throughout Australia and internationally, and have demonstrated top-tier research intensive performance. Our staff are involved in ARC Discovery and Linkage grants and CRC projects. The Faculty also has a number of world-class research centres - the Castan Centre of Human Rights Law, the Australian Centre for Justice Innovation, and the Centre for Commercial Law and Regulatory Studies, and Eleos Justice on capital punishment - and also a number of energetic and emerging research groups including Feminist Legal Studies, Transnational Criminal Law, Commercial Dispute Resolution, Public Sector Law and Governance, and Law, Health and Wellbeing. Faculty staff are actively engaged in research including cross disciplinary research that supports the four major University themes – Artificial Intelligence and Data Science, Better Governance and Policy, Health Sciences and Sustainable Development.

We are proud of our world class and high-profile alumni who after 56 years have become leaders in their chosen professions within Australia and world-wide. They may be found in most courts, in a variety of businesses and industries and in the various arms of the legal profession, and some having an ongoing involvement in the Faculty.

The Faculty has strong alliances with other world class law schools in both education and research initiatives, some of whom partner with us to teach with us at our campuses in Prato, Italy and Malaysia.

For more information about the Faculty of Law, please visit our website: www.monash.edu/law.
POSITION PURPOSE

The Student Recruitment Coordinator is a principal spokesperson in the delivery of expert advice to prospective students, key influencers and the University recruitment teams on courses offered within the Faculty of Law. This role works across all courses and pathways within the Faculty of Law.

The position plays a key role in raising the profile of the Faculty through student recruitment and engagement. The position is required to foster strong relationships with key stakeholders and other relevant bodies. The incumbent works with the Marketing and Communications Manager and Senior Student Recruitment Coordinator on the development and implementation of strategies to achieve Faculty student recruitment goals ensuring compliance with university wide Student Recruitment and Admission objectives. This position is responsible for executing a variety of marketing and engagement campaigns that support the attainment of student recruitment goals, including: participation and delivery of key events such as Open Day; targeted communications campaigns involving a mix of channels; and social media campaigns. It is also the liaison point between the Faculty and the office of University Marketing and Communications and the office of Student Recruitment and Admissions, Alumni, and Global Engagement.

All professional teams work together to provide an integrated, responsive and streamlined professional service to support the Faculty’s strategic objectives and to ensure alignment with the University’s wider student recruitment strategies.

Reporting Line: The position reports to the Marketing and Engagement Manager under general direction

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Plan and implement the Faculty’s student recruitment strategy, with a focus on pathways student recruitment and digital strategies to engage more potential students

2. Deliver accurate and compelling information on faculty course offerings via course and student information sessions, education exhibitions, careers events, school visits and other prospective student engagement opportunities which may be face to face or digital

3. In conjunction with the Marketing and Engagement Manager and Senior Student Recruitment Coordinator, develop, promote, deliver and improve on prospective student events such as Open Day, course promotional seminars and student recruitment campaigns for undergraduate, Post Graduate and pathway students. We are particularly interested in innovative ideas and solutions

4. Provide sound and timely specialist advice and support in response to phone and email enquiries from prospective students via Monash Connect

5. Build and maintain effective working relationships with internal and external networks to facilitate communication regarding course and admissions information, understand business needs and deliver effective, consistent services and outcomes to support and facilitate efficient service delivery

6. Develop promotional materials and other collateral in conjunction with the University Marketing and Communications team to support the achievement of student recruitment goals

7. Continually review key sources of course information for faculty and university, such as Find A Course, faculty website, both print and digital publications to ensure information is correct and up-to-date

8. Identify trends and customer perceptions in order to develop an understanding of the competitive market and prepare analysis that will inform the future development of faculty courses and student recruitment strategies
9. Effectively represent the Faculty and its interests in external and internal meetings, negotiations and other relevant forums

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
   - extensive experience and specialist expertise or broad knowledge in technical or administrative fields; or
   - an equivalent combination of relevant experience and/or education/training.

**Knowledge and Skills**

2. Highly developed written and verbal communication skills, including the ability to interact with a diverse range of stakeholders and negotiate positive outcomes to complex issues

3. Excellent interpersonal skills to build and maintain constructive working relationships at all levels across diverse groups, including academic and professional staff and potential and current students from diverse social and cultural backgrounds

4. Innovative thinking and willingness to try new forms of engagement. Including but not limited to virtual engagement

5. Proven organisational skills, including the ability to set priorities, manage time and plan work to meet deadlines

6. Demonstrated ability to work effectively and cooperatively in a team environment

7. Experience in developing and executing marketing campaigns via multiple channels

**OTHER JOB RELATED INFORMATION**

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- International travel may be required
- A current satisfactory Working With Children Check is 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.