

Position Description

Regional Advisor, Sales and Customer Experience

Position No:	50147074
Organisation Unit:	Sales and Customer Experience, Recruitment & International Operations, Global and Regional
Campus/Location:	Mildura
Classification:	HEO7
Employment Type:	Full Time, Fixed-term
Position Supervisor : Number:	Senior Manager, Sales and Customer Experience (Regional) 50019802
Reports / position: level:	50144941 Officer Marketing, Sales and Student Recruitment HEO 5 - P/T (Shepparton) 50144940 Officer Marketing, Sales and Student Recruitment HEO 5 – P/T (Mildura)
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Jobs at La Trobe - <http://www.latrobe.edu.au/jobs>

For enquiries only contact:

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Position Description

Regional Advisor, Sales and Customer Experience

Position Context / Purpose

The Regional Advisor, Sales and Customer Experience is responsible for building strong relationships on behalf of the University in order to achieve its strategic goal of recruiting high quality applications throughout Australia. This will encompass relationship building with targeted secondary schools and implementing a range of student recruitment initiatives.

The position has ownership of a key strategic portfolio area. Sales and Customer Experience is responsible for implementing an acquisition and conversion strategy on behalf of the University in order to achieve its strategic goal of recruiting high quality domestic applications. This includes management of course enquiries, business development, facilitation of direct admissions and alternative entry schemes and the delivery of undergraduate and postgraduate student recruitment across Australia.

The Global and Regional Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

Key Accountabilities

- Develop and strengthen existing and new relationships with career practitioners and teachers from key feeder and target secondary schools.
- Manage a key strategic portfolio work area and associated plan.
- Manage and coordinate the work of the Marketing Officers, Sales and Engagement to ensure that the University provides appropriate, relevant, high-quality information and services to future students and stakeholders.
- Represent the University at selected recruitment activities and exhibitions targeting domestic students.
- Provide ongoing analysis of competitor activity, including recruitment strategies, ATAR activity, development of new courses and enrolment patterns.
- Actively contribute to a team environment that fosters and develops effective working relationships, collaborative work practices, consideration for colleagues and valuing the contribution of others.
- Other duties as requested by the Senior Manager, Sales and Customer Experience (Regional) that is commensurate with the classification of this position and with the knowledge skills and training of the incumbent.

Essential Requirements

- An undergraduate degree, preferably in education, business or marketing, with at least 3 years subsequent relevant experience or an equivalent combination of training and experience.
- Current knowledge of senior secondary and tertiary education environments.
- High level verbal communication skills, including effective public speaking, including the ability to develop and frequently deliver presentations to a range of audiences.
- Excellent written communication skills, including a demonstrated ability to edit text and/or web-based publications.
- High level interpersonal skills, including the ability to liaise with senior academic staff, secondary school representatives, members of the public and secondary students.

- Willingness to undertake frequent manual tasks including loading and unloading boxes of publications, banners and other promotional materials.
- Evidence of an ability to self-manage and work as part of and contribute to a team.
- Willingness to travel and work outside normal office hours, including evening work and overnight travel.
- A current Victorian driver's license.
- An employee Working with Children's Check

Desirable Attributes

- Recent experience in course/career-related information provision, preferably to senior secondary students.
- Knowledge of current tertiary entrance requirements and procedures.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- **We are Connected:** We connect to the world outside — the students and communities we serve, both locally and globally.
- **We are Innovative:** We tackle the big issues of our time to transform the lives of our students and society.
- **We are Accountable:** We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
- **We Care:** We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

For Human Resources Use only

Initials:

Date: