

Position Description

Senior Manager, International Recruitment

Position No:	NEW
Business Unit:	International Recruitment
Division:	Future Growth
Department:	Recruitment Operations and International
Classification Level:	HEO10
Employment Type:	Full-time, Fixed Term
Campus Location:	Bundoora
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

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

Position Context/Purpose

As the Senior Manager, International Recruitment at La Trobe University, you will play a crucial role in shaping and advancing our strategic goals in international student recruitment. Working in close collaboration with the Director, International Recruitment, you will contribute your expertise to lead the integration and complementary execution of recruitment and marketing tactics, on and offline, identify critical issues, assess complex information, and support sound decision-making.

Your role extends to continuous improvement, resource optimisation, and staff development, all aimed at achieving the Division and University's recruitment objectives. This position offers a unique opportunity to not only participate in the strategic planning of our Division, but also to actively influence the success of our international recruitment efforts across regions and markets, which directly aligns to the University's bold ambition to grow substantially by 2030 with a sizeable proportion of this growth to come from international markets. This position will also act as the Director as needed and will also represent the Director at meetings, conferences and other events.

Duties at this level will include:

- Ensures high quality service delivery by championing continuous improvement strategies, aligning operations with leading practice, maintains a strong focus on quality control and promotes a proactive approach to all client issues.
- Monitors the external international higher education environment to inform the continued development and currency of programs, systems and processes within the Division.
- Develop and enable the capability of staff within the work area by monitoring and continuously managing their performance and mentor them to better meet current and future role requirements. In doing this, provide staff with constructive feedback and support for high quality performance contributions.
- Ability to identify issues by providing innovative solutions and creative alternatives to minimise risks.
- Understand, investigate and aligns School/Divisional/Departmental activities with strategic priorities and objectives to develop plans that address both current and likely future requirements for the University.
- Provides outstanding professional advice, service and support that is both efficient and timely, to meet the changing needs of the Division through significant programs, whilst complying with University guidelines and governance requirements.
- Builds and sustains relationships with a network of key people internally and externally. Recognises shared agendas and works toward mutually beneficial outcomes. Anticipates and is responsive to internal and external client needs.
- Brings a multi-perspective understanding to the development, carriage, marketing and implementation of new policies; devises new ways of adapting the organisation's strategies to new, including externally generated, demands.

Key Responsibilities:

- Collaborate with the Director in developing and implementing strategic plans for the Division. Contribute insights and analysis to identify fundamental issues and opportunities, and actively participate in discussions related to the strategic direction of International Recruitment.
- Assist the Director in making evidence-based decisions under pressure. Analyse complex information, explore various options, and provide recommendations that contribute to sound decision-making. Anticipate potential risks and work on risk mitigation strategies while ensuring compliance with regulatory requirements.
- Ensure a seamless integration of sales and marketing activity and lead recruitment planning with the Marketing Division of the University to ensure an integrated and consistent customer journey, on and offline.

- Lead a Melbourne-based team to execute recruitment, marketing, and conversion strategies that generate international student enrolments for the University against specific load targets and within budget.
- Collaborate with the Director to optimise resource allocation for recruitment activities. Assess resource needs, deploy resources effectively, and ensure the flexibility to adapt to changing circumstances to meet recruitment goals.
- Represent the Division in key University forums and committees, providing expertise and insights related to international student recruitment. Contribute to decision-making processes and help shape the university's overall recruitment strategies.
- Foster strong relationships with key stakeholders, both internal and external, to improve the overall performance and delivery of the international recruitment function. Integrate the perspectives and expertise of stakeholders into recruitment strategies.
- Assist in developing the capabilities of recruitment staff within the work area. Monitor and manage staff performance, providing constructive feedback, mentoring, and support to help them meet current and future role requirements.

Essential Criteria

Skills and knowledge required for the position

- Ability to direct, lead and control the work of other managers. Extensive knowledge and skills and many years of relevant experience in Australian International Student Recruitment, or a breadth of professional experience in University Sector; would commonly have achieved second or further degree level qualifications.
- Extensive knowledge and skills and many years of relevant experience in the Australian University sector, or a breadth of professional experience in industry; would commonly have achieved second or further degree level qualifications.
- Highly developed communication skills with an ability to lead and motivate others, to resolve conflicts and to confer with peers in other higher education organisations, to determine best practice approaches in program/service delivery.
- Demonstrated experience and expertise in the management of significant human and material resources, or experience and expertise in the provision of strategic policy advice affecting the direction of the University, or an equivalent alternate combination of relevant knowledge, training and/or experience.
- Ability to support shared purpose, think strategically and harness information and opportunities to reinforce the vision for the future of the University.
- Demonstrated ability to build and apply expertise through developing and pursuing challenging goals and directing resources to deliver successful outcomes, particularly in a changed and uncertain environment.
- Demonstrated ability to build and sustain collaborative relationships across the University, develop partnerships with diverse groups and individuals and actively guide the development of others.
- Demonstrated ability to engage effectively and persuasively with senior colleagues through a superior ability to interact collegiately and negotiate effectively with a wide range of University stakeholders.
- A deep understanding of international student recruitment processes, trends, and best practices. Proven track record in designing and implementing effective recruitment strategies to attract and enrol international students.
- Strong sales acumen with a history of meeting or exceeding recruitment targets. Proficiency in setting, tracking, and achieving enrolment targets, and a demonstrated ability to drive results from a team of experts, in a competitive international education landscape.
- Up-to-date knowledge of global higher education markets, including emerging markets and industry trends. The ability to conduct comprehensive market analysis, identify growth opportunities, and adapt strategies accordingly.

- Knowledge of marketing strategy, digital and social channels and their application in lead generation and conversion across the sales funnel.
- Exceptional relationship-building skills with the capacity to foster partnerships and collaborations with international educational institutions, agencies, and other stakeholders.
- Effective cross-cultural communication skills to engage with staff, students, families, and partners from diverse backgrounds. Ability to understand and address the unique needs and concerns of international students.
- Proficiency in using data to inform recruitment decisions. Ability to leverage data insights to refine recruitment strategies, optimise marketing efforts, and maximise the return on investment in international student recruitment initiatives.

Capabilities required to be successful in the position

- Ability to operationalise strategy, adapt quickly to disruption and actively contribute to a healthy culture to successfully navigate change – implementing recommended improvements to organisational practice.
- Demonstrated commitment to reflective practice and self-development, identifying and challenging own biases, responding to others with empathy and accurately reading and responding to organisational, political and social dynamics.
- Demonstrated creative, critical and systems thinking, ability to promote a culture of innovation across La Trobe – encouraging and enabling the generation of new ideas, demonstrating a willingness to experiment, and taking calculated risks to solve organisational problems and support the University’s strategic and cultural priorities.
- Ability to operationalise strategy, adapt quickly to disruption and successfully lead people through change – building a culture in which staff members actively contribute to the improvement of organisational practice.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job. This role will require you to travel internationally throughout the year.

Position Flexibility

We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you’ll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

Our success can be attributed to its strong sense of community. We have a long-standing commitment to diversity, inclusion and social justice; we are committed to providing a workplace where all staff feel valued, respected and supported to achieve their full potential. We strive to build a workplace where all employees of diverse backgrounds, abilities, experiences, sexuality, gender, religion and age are welcome, valued, respected and one that is representative of our community. We demonstrate our cultural qualities by holding ourselves accountable and creating a culture of trust and innovation while genuinely caring for one another.

La Trobe's Cultural Qualities:

**WE ARE
CONNECTED**



We are **connected** to each other and the communities around us. We engage with those communities to learn from our past, inform our present and impact our future.

**WE ARE
INNOVATIVE**



We are **innovative** in tackling the most important issues of our time. We are inquisitive and seek to develop new ideas that positively impact the way we work and the world around us.

**WE ARE
ACCOUNTABLE**



We are **accountable** for what we do and share a commitment to excellence. We are courageous and respectful in the way we hold ourselves and each other to account.

**WE
CARE**



We **care** about what we do and value the power of education and research. We care about each other and strive to create a safe and inclusive community.

For Human Resource Use Only

Initials:

Date: