Appointment of
Deputy Director, International Marketing and Recruitment
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The Future Students Division leads the development, coordination and implementation of the University’s student recruitment strategy. This is focused on attracting high quality domestic and international students to study at UQ. The Future Student Recruitment team works in close partnership with faculties, schools, UQ’s agent network and partners to grow our student population. The Future Students Division takes a leading edge approach to student recruitment and comprises of –

• Future Student Recruitment
• Future Students Contact Centre
• International Marketing and Communication
• International Admissions

The Future Students Division forms part of the External Engagement Portfolio, led by the Deputy Vice-Chancellor (External Engagement) and is responsible for the University’s engagement activities. The Portfolio brings together various business units from across the University, including UQ Press, UQ Art Museum, Indigenous Engagement, Advancement and Alumni, Global Engagement and Entrepreneurship, Marketing and Communication and Future Students. The Future Students team works closely with other portfolios, faculties, institutes and central areas in all aspects of student recruitment.
Primary purpose of the position

The Deputy Director, International Marketing and Recruitment provides leadership and direction for the Future Student International Marketing and Recruitment team and supports the Director, Future Students in developing and driving UQ’s International Marketing and Recruitment Strategy as well as managing key stakeholder relationships.

The role will be responsible for supporting the Director, Future Students in the successful translation of strategy to outcomes associated with operational plan targets, stakeholder management, key tactical initiatives the introduction and application of new and innovative approaches to international marketing, recruitment and engagement.

The position will provide high level support and advice to faculties, schools and other internal stakeholders to achieve the University’s strategic outcomes.

Duties

Leadership

• Develop and maintain a culture of collaboration and high performance within the international marketing and recruitment team, ensuring excellence in service delivery and outcomes

• As a member of the Future Student senior management team contribute to the development and deployment of international marketing and student recruitment best practice across the group

• Conduct staff development activities including team building, marketing and sales training, technology upskilling and continuously identify other training gaps as an effort to build high performing teams

• Ensure that the Director, Future Students is fully informed of all activities through regular contact and one-on-one meetings

• Deputise for the Director, Future Students as required

Strategy and planning

• Under the broad direction of the Director, Future Students lead on the development and implementation of international marketing and recruitment plans that support the University’s International Student Recruitment Strategy

• Work with internal and external stakeholders to establish, forecast and deliver global marketing and recruitment plans with a strong focus on diversity in nationality and fields of study.

• Identify opportunities and develop strategies for each priority market to raise the profile of the University and to achieve load and revenue targets

• Provide up-to-date market intelligence to inform decision making and strategy development.
Stakeholder engagement

• Oversee the training, development, motivation and ongoing management of teams including KPIs, monthly, quarterly and annual reviews; upskilling and succession planning
• Maintain constructive and productive relationships with in-country Directors and key stakeholders
• Provide counsel and support to internal stakeholders regarding student recruitment, international marketing, market research, industry trends, opportunities and challenges
• Work closely with the Office of Marketing and Communication, Student Services, the Graduate School and Faculties to take a whole university approach to international marketing and recruitment

Student conversions

• Work with stakeholders to develop a program of tactical initiatives to increase productivity and efficiency
• Work closely with the Head of International Admissions to develop a strategy to improve conversion from applicants to enrolments
• In collaboration with the Head of International Admissions conduct benchmarking exercises and review entry requirements (academic and English language) on a regular basis

Marketing and communications

• Deliver an annual International Marketing and Communications work plan which supports the International Student Recruitment Strategy
• Ensure insight-led campaigns, marketing collateral and communications, both digital and print which are fit for purpose and market specific
• Ensure collaboration with stakeholders to ensure brand profiling overseas is consistent and rich in relevant content
• Monitor and report on international competitor trends
• Oversee focus groups and mystery shopper activities to monitor brand perception and training needs.
• Work collaboratively with Marketing and Communication to profile the university in key markets and to enhance UQ’s brand

Systems and reporting

• Implement best practice CRM processes to track, manage and engage future students and to monitor the student pipeline
• Work closely with the Senior Business Analyst to conduct analysis of student forecasts, market trends and KPIs
• Produce competitor benchmarking analysis to inform and track competitor activities
• Provide market intelligence for load and budget planning processes for UQ
Other

- Frequent travel is required as well as the willingness and ability to work flexible hours
- Any other duties as reasonably directed by the Director, Future Students
- Ensure you are aware of, and comply with, legislation and University policy relevant to the duties undertaken, including:
  - The University’s Code of Conduct: ppl.app.uq.edu.au/content/1.50.01-code-conduct
  - Requirements of the Queensland Work Health and Safety legislation and related responsibilities and procedures developed by the University: uq.edu.au/ohs/index.html?page=133956
  - The adoption of sustainable practices in all work activities, and compliance with associated legislation and related University sustainability responsibilities and procedures: sustainability.uq.edu.au/policies-and-procedures/responsibilities
  - Requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University: ppl.app.uq.edu.au/content/3.30.13-esos-compliance-commitment

Organisational relationships

The position reports to the Director, Future Students and manages the International Student Recruitment and the International Marketing and Communication teams.
Selection criteria

Essential

• Postgraduate qualification; or an equivalent combination of relevant experience and/or education/training with at least 5 year’s leadership experience in a relevant sector, preferably in a large and complex institution with ability to manage pace and pressure.

• Sound business acumen and strong resource management experience, with an ability to inspire, motivate and drive an outcomes-focused student recruitment team.

• High degree of cultural sensitivity, awareness and competency.

• Ability to write, interpret and apply policies and procedures, compile reports, and interpret data for evidence-based decision making.

• High level planning and organisational skills, with excellent interpersonal skills including the ability to communicate effectively via telephone, email and in person.

• Superior understanding of the international agenda within the higher education sector with strong knowledge and use of technology to support and enable student recruitment and international marketing.

• Ability to prioritise own workload, adapt to competing demands, work independently and meet deadlines.

• Commitment to upholding the University’s values, and with the outstanding personal qualities of openness, respectfulness and integrity.

Selection committee

The Selection Committee for the Deputy Director, International Marketing and Recruitment, will be chaired by the Deputy Vice-Chancellor (External Engagement).
Conditions of employment

Employment type
This position is full-time, fixed-term for five years.

Salary and benefits
An appropriate remuneration package will be negotiated with the successful applicant, including superannuation of 17%.

Classification
This is a HEW Level 10A position.

How to apply
To apply for this position, please go to search.jobs.uq.edu.au/509617 and submit the following documents:

• Cover letter addressing the Selection Criteria
• Current Resume

Applications are only open to candidates with current Australian Work rights. If you have any questions regarding the application process please contact recruitment@uq.edu.au referencing Job No. 509617, Deputy Director, International Marketing and Recruitment.
The University of Queensland

For more than a century, The University of Queensland (UQ) has maintained a global reputation for creating positive change by delivering knowledge leadership for a better world. UQ ranks among the world’s top universities, as measured by several key independent rankings, including the CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (40), U.S. News Best Global Universities Rankings (42), QS World University Rankings (47), Academic Ranking of World Universities (54), and Times Higher Education World University Rankings (66).

At UQ, we’re changing the way higher education is imagined and experienced. Our students enjoy innovative and flexible learning options, diverse and dynamic partnership opportunities, and an integrated digital and campus learning environment.

More than 53,600 students, including the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students, study across UQ’s three beautiful campuses in South East Queensland at St Lucia, Herston and Gatton. They include more than 18,600 postgraduate and approximately 18,000 international students who contribute to a diverse, supportive and inclusive campus community.

With a strong focus on teaching excellence, having won more national teaching awards than any other Australian university, UQ is committed to providing students with the best opportunities and practical experiences during their time with us, empowering them with transferable knowledge and skills that will prepare them to exceed expectations throughout their careers.

UQ’s 276,000 graduates are an engaged network of global alumni spanning more than 170 countries, and include approximately 14,800 PhDs.

UQ’s six faculties, eight globally recognised research institutes and more than 100 research centres attract an interdisciplinary community of 1500 scientists, social scientists and engineers who champion research excellence and continue UQ’s tradition of research leadership. This is reflected in UQ being Australia’s number one recipient of Australian Research Council fellowships and awards (364 awards worth $257 million across all scheme years).

UQ has an outstanding track record in commercialising innovation, with major technologies employed across the globe and gross product sales of more than $22 billion.

In 2019, UQ was ranked first in Australia by the prestigious Nature Index tables, and 79th overall in the world.

UQ is one of only three Australian members of the global Universitas 21; a founding member of the Group of Eight (Go8) universities; a member of Universities Australia; and one of only three Australian charter members of the prestigious edX consortium, the world’s leading not-for-profit consortium of massive open online courses (MOOCs).

UQ employs more than 6600 academic and professional staff (full-time equivalent) and has a $1.9 billion annual operating budget.
Governance

The University is governed by a 22-member Senate representing University and community interests. Senate is led by a Chancellor and Deputy Chancellor. The Senate has delegated to the Vice-Chancellor many of its powers under the University of Queensland Act 1998 to appoint staff, manage and control University affairs and property, and manage and control finances.

uq.edu.au/about/governance

Strategic directions

The University of Queensland sets its agenda within a truly global context. It is a university that is connected with the global community, addressing the issues that are impacting on the modern world. UQ’s aim is to attract the best minds of today, and to develop and support the leaders of tomorrow. The University has an ongoing commitment to strengthening its impact and reputation by building greater research capacity and through the delivery of high quality teaching and learning programs.

The 2018–2021 period will be a challenging and exciting time as the University adapts to a rapidly changing environment. Our plan encapsulates a commitment to remaining comprehensive while emphasising the importance of collaboration, diversity and partnered innovation as a critical means of solving complex global challenges.

We will transform our students into game-changing graduates ensuring that they are not only prepared to succeed in their chosen pathway, but will also provide the leadership necessary to create change.
The University of Queensland positively influences society by engaging in the pursuit of excellence through the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni.

Transforming students into game-changing graduates through excellent teaching, support, and exposure to world-leading research is a focus of UQ’s Strategic Plan 2018–2021. The world is changing at a breakneck pace, and it is vital that we prepare our students to not only adapt to this change, but also to make a positive impact on society and collectively build a beneficial global legacy. Evidence-based knowledge, the ability to work collaboratively to solve complex problems, and a passion for innovation will be essential attributes for our students, regardless of the exact future shape of society. UQ’s Strategic Plan 2018–2021 focuses on graduate employability, collaboration and diversity and inclusivity.

UQ’s Strategic Plan 2018–2021 is available to download from the following website: about.uq.edu.au/strategic-plan

Our values

Pursuit of excellence
We strive for excellence, seeking to apply the highest standards to benefit our communities.

Creativity and independent thinking
We welcome new ideas from our staff and students as well as from our alumni and our external partners. We support intellectual freedom, courage and creativity. We encourage the pursuit of innovation and opportunities.

Honesty and accountability
We act with integrity and professionalism and uphold the highest ethical standards. We are committed to transparency and accountability. Our decisions ensure responsible stewardship of the University’s resources, reputation and values. We lead by example in all areas including our approaches to sustainability.

Mutual respect and diversity
We promote diversity in the University community – through our people, ideas and cultures. We create a vibrant, inclusive environment in which ideas flourish and future generations, regardless of background, are empowered. We respect our colleagues and work together for shared success.

Supporting our people
UQ ensures the safety and wellbeing of our people. We create an inclusive and supportive university community in which achievements are celebrated and rewarded. Our people have the opportunity to enrich their lives and pursue their goals.
The UQ Leadership Framework identifies seven key capabilities that define leadership in the UQ context. The framework aligns with UQ’s strategic direction, and mission, vision and values.

**Achieves results and drives accountability**
Leaders ensure engagement and performance, and motivate and empower others to achieve results.

**Communicates and collaborates with influence**
Leaders engage others in open and honest dialogue about important issues and actively seek common interests and goals.

**Exemplifies personal credibility and integrity**
Leaders strive for personal achievement and are visibly proactive and ethical in their dealings with others.

**Fosters learning, inquiry and innovation**
Leaders nurture an environment that allows for multiple perspectives and challenges assumptions, and model openness to new ideas.

**Purposefully leads change**
Leaders initiate and lead change and improvement agendas, modelling behaviour that embraces innovation and change.

**Thinks and works strategically**
Leaders create and communicate a clear direction for the future, aligned with UQ’s vision.

**Values people and builds culture**
Leaders create a positive, constructive workplace where people feel connected and valued.
Brisbane is the sunny, sophisticated capital city of Queensland and gateway to its many famous attractions. It is Australia’s third largest city and fastest-growing capital with a population of more than 2.2 million, offering a safe, friendly, multicultural environment. The inner city is characterised by the Brisbane River, parklands, convention facilities, museums, art galleries, a casino, malls, shopping districts and a host of cosmopolitan restaurants and cafés.

Brisbane offers a range of lifestyle benefits including climate, culture, family fun and sport. Residents and visitors can combine art and outdoor adventure in Brisbane, where South Bank’s cultural institutions and restaurants meet riverside gardens and a lagoon. Take a paddle steamer or ferry down the Brisbane River, abseil Kangaroo Point cliffs and bike ride through the City Botanic Gardens. Go for a day trip to Moreton Island, Noosa, the Sunshine Coast or the Gold Coast with just a short drive to each beautiful destination. National Parks, rainforests and attractions such as Australia Zoo, Dreamworld and other theme parks are also a short drive away.

The perfect place to raise a family, Brisbane is one of the safest cities in Australia and boasts a wide range of cultural attractions, numerous theatres, art galleries and a world class museum; the city is dubbed a food and drink lover’s paradise. Brisbane is one of Australia’s most liveable and affordable capital cities. Brisbane enjoys a subtropical climate providing sunny days almost all year round, with enough rainfall to keep the city and suburbs cool and green.

Just an hour south of Brisbane’s CBD is the Gold Coast, where the high rises are built around superb beaches like Surfers Paradise with lively nightlife, international theme parks and designer boutiques. A few hours drive north from Brisbane is the Great Barrier Reef, one of the ‘natural wonders of the world’. As the largest World Heritage Area, it stretches more than 2000 kilometres alongside the coast, and is home to around 1500 species of fish and 350 types of coral. Stradbroke, Moreton and Fraser Islands are also world-famous attractions that are close to Brisbane, and offer some of the largest dunes in the world.

A leader in education

Brisbane has a wide range of high-quality schools at primary and secondary level, religious or non-denominational, single-sex or co-educational, with many offering excellence programs or other specialty features such as the International Baccalaureate. Brisbane also offers some of the greatest learning institutes in Australia, with three major internationally recognised universities on offer. Each of the universities in Brisbane offer a high-quality learning environment with access to some of Australia’s finest institutions covering all areas of study from law and medicine through to business, marketing, tourism, IT and biotechnology. The University of Queensland (UQ) is one of Australia’s leading research and teaching institutes, ranking among the world’s top universities.

Lifestyle

In the heart of Brisbane city, Queen Street Mall is a vibrant shopping and lifestyle precinct and is Australia’s most popular pedestrian mall. Brisbane is also the home for many of Queensland and Australia’s major sporting events in rugby league, rugby union, AFL and cricket.

Brisbane residents have excellent access to healthcare in both public and private sectors, covering hospitals, general practitioners, dentists and other allied healthcare professionals. There are numerous public and private hospitals including the Princess Alexandra Hospital, the Mater Hospital network, The Queensland Children’s Hospital and the Royal Brisbane and Women’s Hospital. Urgent and emergency medical care is readily available to everyone.
Further information

General information on the University is available through the University’s website: uq.edu.au

Other documents which you may wish to refer to include:

- Annual Report: uq.edu.au/about/annual-reports
- Governance: uq.edu.au/about/governance
- Organisation chart: uq.edu.au/about/docs/org-chart.pdf
- Research at UQ: research.uq.edu.au
- UQ Global Strategy: global-strategy.uq.edu.au