Position Description

Title: Student Engagement Coordinator

HEW Level: 6

Faculty/Office: Macquarie University International College (MUIC) and English Language Centre (ELC)

Position Number: 0000069321

Department/Team: MUIC-ELC Operations

Date: March 2018

Position Purpose: Enhance the engagement and enrich the experience of prospective and current students through the design, coordination and delivery of engagement programs, activities and communications.

ORGANISATIONAL CONTEXT

All operational functions for both the Macquarie University International College (MUIC) and the English Language Centre (ELC) are performed by the MUIC–ELC Operations Teams. Staff employed in these teams are responsible for general operations as well as governance and student service and administration activities for both MUIC and the ELC.

MUIC provides local and international students with an alternative pathway to the University’s undergraduate degree offerings. At MUIC, students can complete a Foundation or Intensive program to enter the first year of a Macquarie University undergraduate degree, or a Diploma program to then enter the second year of a Macquarie University undergraduate degree.

The ELC prepares international students for university study through the delivery of English language and academic literacy programs. At the ELC, students can study a Direct Entry preparation program, Academic English, General English or a Study Tour program as a stand-alone offering, or as preparation for university study.

MUIC and the ELC are fully integrated teaching units of the University.
### KEY ACCOUNTABILITIES

- Coordinate the implementation of an integrated student engagement program for students in collaboration with the relevant central campus teams, faculties and other offices.
- Build effective relationships and liaise with the central student support and service delivery areas to maximize the student experience, including social and community activities.
- Proactively work with central areas to identify opportunities for MUIC-ELC students to develop their skills and experience.
- Coordinate the student communications strategy in partnership with Group Marketing.
- Coordinate student events such as orientation, Diploma Graduation, certificate ceremonies, student recruitment events, Open Day, etc in close liaison with central teams.
- Develop and maintain relevant sections of the website, liaising closely with Group Marketing, Macquarie International and Future Students Teams.
- Develop and maintain knowledge of the University's brand identity and guidelines to ensure compliance.
- Collaborate with other MUIC-ELC and university staff and participate on projects and working groups as required.
- Maintain accurate student records as appropriate for reporting purposes.
- Comply with relevant EEO and WHS regulations
- Perform any other duties as required and appropriate for this classification.

### POSITION CONTEXT

<table>
<thead>
<tr>
<th>Reports to:</th>
<th>Student Services Manager</th>
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<tbody>
<tr>
<td>Positions Reporting to:</td>
<td>Direct: 1</td>
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<tr>
<td></td>
<td>Indirect: nil</td>
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<tr>
<td>Key Direct Clients:</td>
<td>MUIC and ELC Students</td>
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<tr>
<td></td>
<td>Prospective students</td>
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<tr>
<td></td>
<td>Director and MUIC-ELC Executive</td>
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<td>Teachers</td>
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<td>MUIC and ELC Associate Directors</td>
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<td>MUIC-ELC Student Administration &amp; Services Team</td>
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<td>Other Key Relationships:</td>
<td>International Office</td>
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<td>Future Students</td>
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<td>Campus Engagement</td>
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<td>Group Marketing</td>
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<td>Student Connect</td>
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<td>University’s Student Administration/Student Systems</td>
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<td>Campus Wellbeing and Support Services</td>
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<td>Events and Protocol</td>
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<tr>
<td>Budget Accountability:</td>
<td>Nil</td>
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<td>Role-specific Conditions:</td>
<td>Nil</td>
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<td>Scope and autonomy</td>
<td>Within defined parameters, adapts and develops processes, procedures, systems and/or techniques that impact how work is performed.</td>
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<td>Problem solving</td>
<td>Regularly identifies, designs, develops and implements improvements to work procedures, practices, systems and/or techniques.</td>
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## Capability Framework

Capability Frameworks describe the behaviours, skills, attributes and experience required to successfully perform a position or group of similar positions.

### Competencies

Clusters of behaviours required for successful performance.

- **Planning and Execution**: Managing time and resources to complete tasks and achieve objectives.
- **Quality Focus**: Ensuring accuracy and quality when completing tasks.
- **Relationship Management**: Establishing effective working relationships with others.
- **Analysis and Judgement**: Evaluating information and data to solve problems and make decisions.
- **Communication**: Effectively grasping and conveying ideas and concepts to others.
- **Service Focus**: Making students, staff, key contacts and their needs a priority...
- **Teamwork**: Working in collaboration with others to achieve shared goals.
- **Change Focus**: Adapting to new situations and dealing with change.

### Attributes

Personal qualities related to successful performance.

- **Perseverance**: Persevering despite obstacles to ensure tasks are completed.
- **Flexibility**: Responding effectively to unexpected or changing circumstances.
- **Reliability**: Meeting commitments and responsibilities.
- **Interpersonal Impact**: Making a positive impression on others in a range of interpersonal contexts.
- **Accountability**: Assuming responsibility for making decisions and delivering agreed outcomes.
- **Integrity**: Maintaining confidentiality, discretion and professionalism.
- **Energy**: Approaching tasks with energy and pace.
### REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- A relevant degree and/or higher degree qualification in a related field
- Knowledge of student life and the tertiary education environment.
- Highly developed verbal and written communication skills
- Computer skills including Microsoft Office, internet.
- Design/web skills: Photoshop/InDesign/WordPress.
- Working knowledge of social media communications

### KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

- Experience in the organisation and delivery of social programs, events and activities
- Demonstrated experience of proactively working in a team
- Demonstrated skill and experience in relationship building and management including influencing internal and external stakeholders
- Demonstrated skill and experience in engaging with student issues, in particular the needs of international students and young students
- Working in a continuously changing and flexible environment.
- Experience in writing engaging communications and producing collateral including online content.

### ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

- Knowledge of the University’s and the MUIC and ELC functions and structure.
- Knowledge of the University’s and the MUIC and ELC policies, systems, processes and procedures.
- Knowledge of what other areas of the University do and how they interact with the MUIC-ELC.