# Position Description

<table>
<thead>
<tr>
<th>Title:</th>
<th>Project Coordinator, Future Students</th>
<th>HEW Level:</th>
<th>7</th>
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<tbody>
<tr>
<td>Faculty/Office:</td>
<td>Future Students</td>
<td>Position Number:</td>
<td></td>
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<tr>
<td>Department/Team:</td>
<td>Undergraduate</td>
<td>Date:</td>
<td>November 2018</td>
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<tr>
<td>Position Purpose:</td>
<td>To manage the development, delivery and continuous improvement of Future Student’s engagement activities aimed at attracting and converting domestic undergraduate and postgraduate students.</td>
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## ORGANISATIONAL CONTEXT

The Office of the Deputy Vice-Chancellor (DVC) Engagement is accountable for achieving the strategic goals for the University with regard to corporate engagement, advancement and the Macquarie University brand.

- Group Marketing who manage and promote the University's brand, reputation and achievements. It supports the University in delivering programs that differentiate the University's brand and drive growth in our domestic and international market across all student cohorts.
- The Office of Advancement who lead and support the University's fundraising and alumni relations endeavours.
- Corporate Engagement who identify, develop and grow relationships with local, national and international corporate partners to support University goals. This includes leading the Macquarie Park Innovation District and the university incubation and entrepreneurship program.
- Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate students.

## ORGANISATION CHART

![Organisation Chart]

*Executive Director, Future Students*

*Market Analyst*

*Postgraduate Manager*

*Faculty Recruitment Manager*

*Recruitment Coordinator (PG & Mature Age) x 3*

*Recruitment Coordinator (UG) x 4*

*Recruitment Support Officer*

*Project Coordinator*

*Recruitment Team Leader*

*Future Students Enquiry Representative x 2*
<table>
<thead>
<tr>
<th>KEY ACCOUNTABILITIES</th>
<th>POSITION CONTEXT</th>
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<tbody>
<tr>
<td><strong>Reports to:</strong></td>
<td>Associate Director, Undergraduate Future Students</td>
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| **Positions Reporting to:** | Direct: Casual Student Ambassadors (approx. 60)  
Indirect: N/A |
| **Key Direct Clients:** | Future and prospective students  
High school staff  
Manager, Postgraduate |
| **Other Key Relationships:** | Events and Domestic Protocol  
Group Marketing  
Faculty Recruitment Managers  
Transport NSW  
Future Students Enquiry Centre  
Admissions  
New Students  
Student Connect  
Recruitment Coordinators (UG and PG)  
Campus Wellbeing  
Campus Life  
Property |
| **Budget Accountability:** | Monitoring budget of up to $500,000 |
| **Role-specific Conditions:** | Working with Children Check  
Travel required within Sydney and NSW  
Weekend and after-hours work required |
| **Scope and autonomy:** | Develops and modifies processes, procedures, systems and/or techniques for the work area and/or contributes to the development of University-wide systems, processes and procedures |
| **Problem solving:** | Analyses, designs and develops a range of alternatives and then uses expertise to decide on or recommend the best course of action |

- In consultation with the Future Students management team, scope and develop and annual recruitment engagement activities plan aimed at attracting and converting domestic undergraduate and postgraduate students.
- In collaboration with Events and Domestic Protocol, manage the development and delivery of student recruitment events and activities, on and off campus; such as Open Day, Career Advisers Day, Information Evenings, Info Week, Early Entry Program orientation sessions, Postgraduate info sessions, etc.
- Review and evaluate the performance of events and engagement activities to continuously improve future activities and provide recommendations to the Future Students management team.
- Manage the operations of the casual Student Ambassador team including recruitment, training and day-to-day coordination.
- Manage and monitor the delivery of events and activities, to identify and manage any risks to delivery and ensure all requirements of each activity is met.
- Build relationships and engage with key stakeholders across the University to ensure the successful execution of recruitment activities and events.
- Manage and oversee the updating of recruitment webpages on the Macquarie University website on behalf of Future Students.
- Monitor the budget and escalate any risk to overspend as required.
- Manage the development and supply of printed and digital course guides and other recruitment collateral.
- Manage projects related to domestic student recruitment as required.
- Continuously review and improve Future Student engagement processes and procedures.
- Comply with relevant EEO and WHS regulations
- Perform any other duties as required and appropriate for this classification.
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<th>COMPETENCIES</th>
<th>ATTRIBUTES</th>
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<tr>
<td><strong>Planning and Execution</strong>: Managing time and resources to complete tasks and achieve objectives.</td>
<td><strong>Perseverance</strong>: Persevering despite obstacles to ensure tasks are completed.</td>
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<td><strong>Quality Focus</strong>: Ensuring accuracy and quality when completing tasks.</td>
<td><strong>Flexibility</strong>: Responding effectively to unexpected or changing circumstances.</td>
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<td><strong>Communication</strong>: Effectively grasping and conveying ideas and concepts to others.</td>
<td><strong>Reliability</strong>: Meeting commitments and responsibilities.</td>
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<td><strong>Service Focus</strong>: Making students, staff, alumni and other key contacts and their needs a priority.</td>
<td><strong>Interpersonal Impact</strong>: Making a positive impression on others in a range of interpersonal contexts.</td>
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<td><strong>Influence and Persuasion</strong>: Gaining other people’s buy-in and engaging their support.</td>
<td><strong>Resilience</strong>: Dealing effectively with and recovering quickly from setbacks or pressure.</td>
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<td><strong>Teamwork</strong>: Working in collaboration with others to achieve shared goals.</td>
<td><strong>Accountability</strong>: Assuming responsibility for making decisions and delivering agreed outcomes.</td>
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<td><strong>Relationship Management</strong>: Establishing effective working relationships with others.</td>
<td><strong>Integrity</strong>: Maintaining confidentiality, discretion and professionalism.</td>
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**REQUIRED KNOWLEDGE**  
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

Degree and/or equivalent extensive experience in business, marketing, event management or related discipline.
Understanding of the higher education sector and student experience.
Knowledge of event and/or project management principles.
Knowledge of Health and Safety regulations.

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

Experience managing events, engagement activities and/or multiple projects.
Experience working in student recruitment or within higher education.
Experience building and managing relationships.
Experience in promoting educational programs and pathways.
Experience coordinating specialist teams to achieve outcomes.
Overseeing staff for the coordination of events and activities.
Monitoring and managing a budget.
Managing a casual pool of staff.

**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 DVC CEA’s functions and structure.
Knowledge of the DVC CEA’s policies, systems, processes and procedures.
Knowledge of how the University works and how relevant functions across the University interrelate.