Position Description

<table>
<thead>
<tr>
<th>Title:</th>
<th>Recruitment Consultant, Postgraduate and Mature Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEW Level:</td>
<td>Level 7</td>
</tr>
<tr>
<td>Faculty/Office:</td>
<td>Future Students</td>
</tr>
<tr>
<td>Position Number:</td>
<td></td>
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<tr>
<td>Department/Team:</td>
<td>Postgraduate and Mature Age Team</td>
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<tr>
<td>Date:</td>
<td>June 2019</td>
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<tr>
<td>Position Purpose:</td>
<td>To actively convert prospective students and undertake business development activities within industry and the target market community to increase Postgraduate (PG) and Mature Age (MA) applications and ensure the achievement of specified recruitment targets.</td>
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**ORGANISATIONAL CONTEXT**

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

The portfolio includes:

- 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.
- Macquarie International (MI) is responsible for the design and delivery, in partnership with Faculties and key portfolios, of the university’s global engagement across international student recruitment, academic pathways and collaborations, and strategic partnerships.
- Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

**ORGANISATION CHART**

[Diagram showing organizational structure]
## KEY ACCOUNTABILITIES

- Regularly deliver 1-1 solutions selling activities with prospective postgraduate or mature age students, including identifying and selling the degree or pathway that will lead them to converting to a Macquarie student.

- Proactively undertake targeted business development activities within the Macquarie Park, Sydney Metro and Regional areas to build key partnerships (e.g. with HR Directors and other influential parties), to increase PG and MA applications from industry.

- Manage the delivery of PG & MA events aimed at engaging prospective students, and represent the University at events to build key relationships and partnerships to support driving applications.

- Build key internal relationships and actively research to maintain a current working knowledge of all faculty offerings, admissions cycles and entry programs.

- Manage a pipeline of prospective businesses and student leads, including current students and alumni to promote further study.

- Support the Undergraduate team to manage key industry target relationships and individuals, deliver events and provide 1-1 advice to prospective undergraduate students as required.

- Influence and persuade stakeholders while building and managing ongoing relationships, to support the strategic consideration of increasing PG and MA student numbers.

- Contribute to Future Student's program of events and initiatives aimed at promoting the University to our target audiences and increasing student enrolments, and provide support to large-scale events such as Open Day, Info Day and Macquarie in a Day.

- Comply with relevant EEO and WHS regulations.

- Perform any other duties as required and appropriate for this classification.

## POSITION CONTEXT

### Reports to:
Senior Manager, Postgraduate and Mature Age

### Positions Reporting to:
- Direct: N/A
- Indirect: N/A

### Key Direct Clients:
- Prospective Students
- Businesses across Macquarie Park, Sydney Metro and Regional areas
- Senior Management teams
- Career Advisers, principals and other key school staff

### Other Key Relationships:
- Faculty Students staff
- Careers Advisers and other key staff in secondary schools and other providers.
- Public expo providers
- Events & Domestic Protocol
- Group Marketing
- Admissions
- MUIC

### Budget Accountability:
N/A

### Role-specific Conditions:
- Working with Children Check
- Work hours may vary to accommodate attendance at work-related functions/events
- Travel required – Sydney metro, regional NSW and interstate.
- Maintain current driver’s licence.

### Scope and autonomy:
- Within defined parameters, adapts and develops processes, procedures, systems and/or techniques that impact how work is performed.

### Problem solving:
Analyses, designs and develops a range of alternatives and then uses expertise to decide on or recommend the best course of action.
<table>
<thead>
<tr>
<th><strong>COMPETENCIES</strong></th>
<th>Clusters of behaviours required for successful performance.</th>
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<tbody>
<tr>
<td><strong>Planning and Execution:</strong></td>
<td>Managing time and resources to complete tasks and achieve objectives.</td>
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<tr>
<td><strong>Quality Focus:</strong></td>
<td>Ensuring accuracy and quality when completing tasks.</td>
</tr>
<tr>
<td><strong>Communication:</strong></td>
<td>Effectively grasping and conveying ideas and concepts to others.</td>
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<tr>
<td><strong>Service Focus:</strong></td>
<td>Making students, staff, alumni and other key contacts and their needs a priority.</td>
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<tr>
<td><strong>Teamwork:</strong></td>
<td>Working in collaboration with others to achieve shared goals.</td>
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<td><strong>Relationship Management:</strong></td>
<td>Establishing effective working relationships with others.</td>
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<tr>
<td><strong>ATTRIBUTES</strong></td>
<td>Personal qualities related to successful performance.</td>
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<tr>
<td><strong>Perseverance:</strong></td>
<td>Persevering despite obstacles to ensure tasks are completed.</td>
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<tr>
<td><strong>Flexibility:</strong></td>
<td>Responding effectively to unexpected or changing circumstances.</td>
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<tr>
<td><strong>Reliability:</strong></td>
<td>Meeting commitments and responsibilities.</td>
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<td><strong>Interpersonal Impact:</strong></td>
<td>Making a positive impression on others in a range of interpersonal contexts.</td>
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<tr>
<td><strong>Resilience:</strong></td>
<td>Dealing effectively with and recovering quickly from setbacks or pressure.</td>
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<td><strong>Accountability:</strong></td>
<td>Assuming responsibility for making decisions and delivering agreed outcomes.</td>
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<tr>
<td><strong>Integrity:</strong></td>
<td>Maintaining confidentiality, discretion and professionalism.</td>
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<tr>
<td><strong>Initiative:</strong></td>
<td>Taking action, on own accord, to address problems and prevent them from reoccurring.</td>
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REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

Degree or equivalent experience in sales and business development.
Understanding of the student experience and purchasing cycle.
Understanding of sales fundamentals, including solutions selling.
Knowledge of secondary education cycles and processes.
Knowledge of Health and Safety regulations.
Computer skills including Microsoft Office and internet.

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 Engagement’s functions and structure.
Knowledge of the DVC Engagement’s policies, systems, processes and procedures.
Knowledge of what other areas of the University do and how they interact with the office.

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

Proven track record of hitting sales targets, using prospect development, targeting, solutions selling, relationship nurturing solutions selling approaches.
Undertaking business development activities to actively develop corporate partnerships and opportunities.
Building influential relationships and partnerships within businesses and industry.
Proactive cold calling.
Influencing and persuading stakeholders.
Implementing recruitment campaigns, programs and initiatives.
Giving presentations.
Coordinating events.
Working well individually and in a team.