

POSITION DESCRIPTION



Position Description Classification Approved	Date
Human Resources Branch	01/04/2022

POSITION DETAILS	
Position Title:	Student Recruitment Coordinator
Position Number:	00015758
Classification:	HEO6
Faculty/Division:	Division of External Engagement
School/Branch:	Marketing and Recruitment
Reports to (position title):	Lead, Domestic Undergraduate Recruitment
Delegations:	N/A
Special Conditions:	<ul style="list-style-type: none"> Evidence of an assessment and letter of clearance from the DCSI Screening Unit is required prior to making an appointment to this position Full drivers licence required Some out of standard hours work may be required Reasonable workplace adjustments will be made for people with a disability
Significant Working Relationships:	<ul style="list-style-type: none"> Marketing and Recruitment branch Faculty Marketing & Recruitment Officers Secondary schools' staff and parents

POSITION SUMMARY
<p>The University of Adelaide is a large and successful university in Australia's Group of Eight research intensive universities, distinguished by its international reputation and commitment to innovation and excellence in research and teaching.</p> <p>The Marketing and Recruitment branch provides leadership in positioning the University of Adelaide within the higher education sector, both in Australia and globally; and contributes significantly towards the University's financial targets through driving student revenue generation. The Marketing and Recruitment branch is responsible for strategic marketing, communications and recruitment activities that enhance the University of Adelaide's brand, increase engagement and ensure business sustainability through generating student demand. The Branch delivers a suite of effective marketing and recruitment services and resources.</p> <p>The Student Recruitment Coordinator is required to travel, visit schools, attend parent nights, expos and career markets within South Australia. The position reports on student engagement trends and opportunities for program marketing and promotion within their area of responsibility to the Lead, Domestic Undergraduate Recruitment. The incumbent is a member of the Domestic Student Recruitment Team and is expected to participate and contribute positively and enthusiastically in a team environment.</p>

KEY RESPONSIBILITIES	
Student Recruitment	<ul style="list-style-type: none"> Coordinate, implement and support recruitment initiatives aimed at future students Promote the UoA campus experience and sell the University of Adelaide's degrees, pathways and facilities to future students and external stakeholder groups in line with the university's domestic recruitment targets. Coordinate targeted recruitment activity to relevant domestic intakes to complement target markets. Represent the University at targeted recruitment activities. Provide cross-unit support as required.
Planning & Recruitment Evaluation	<ul style="list-style-type: none"> Research & Develop Targeted recruitment strategies in line with allocated portfolio and relevant market research data Develop comprehensive recruitment planning documents to communicate key tactics in line with priorities & deliverables Collaborate with faculty recruitment teams on new student recruitment activities. Contribute to larger reports as required and provide detailed reports and market data to the Lead, Domestic Undergraduate Recruitment relating to schools-based outreach and regional recruitment activities.
Prospective Student Initiatives	<ul style="list-style-type: none"> Engage with prospective students to generate lead interest on and off campus through persuasive selling techniques. Integrate a lead generation strategy for targeted recruitment activities online and face-to-face.

	<ul style="list-style-type: none"> Record all leads in an accurate and timely manner in the University's Customer Relationship Management (CRM) system.
Stakeholder and Influencer Engagement	<ul style="list-style-type: none"> Build and maintain relationships with internal and external stakeholders aligned to student recruitment and engagement. Coordinate targeted engagements with key influencers of prospective students to support recruitment objectives Represent domestic recruitment at internal and external meetings as required.
Office Management Systems and Customer Service Standards	<ul style="list-style-type: none"> Ensure efficient records management and file systems are maintained in accordance with the University's protocols and procedures. Ensure all activities and events are comprehensively reported on post event. Adhere to best practice and customer service standards to ensure a customer centric experience is delivered at all times.
Continuous Improvement	<ul style="list-style-type: none"> Identify and implement process improvement and foster innovative approaches to service delivery in student recruitment and program related administration in order to continually enhance student and staff experience, and advocate these across the branch and wider university. Contribute to the maintenance of relevant policies and procedures guide and support the continual improvement of student recruitment services Represent the Domestic Recruitment Team on relevant committees, both internal and external to the university.
Other reasonable duties commensurate with classification level.	

PEOPLE MANAGEMENT RESPONSIBILITIES

- NA

CAPABILITIES AND BEHAVIOURS

Use the [Capability Dictionary](#) to identify the capabilities associated with the classification of this position. Staff are required to read and understand the capabilities and associated behaviours that align with the classification of this position.

UNIVERSITY EXPECTATIONS

Staff are required to read, understand and comply with all University policies, procedures and reasonable direction, whilst demonstrating professional workplace behaviours in accordance with the University's Code of Conduct

STAFF VALUES AND BEHAVIOUR FRAMEWORK

Our culture is one that welcomes all and embraces diversity consistent with our [Staff Values and Behaviour Framework](#) and our Values of integrity, respect, collegiality, excellence and discovery. We firmly believe that our people are our most valuable asset, so we work to grow and diversify the skills, knowledge and capability of all our staff.

SELECTION CRITERIA

Knowledge and Experience: Essential

- Demonstrated experience working in a sales or student recruitment team preferably in a higher education environment
- Well-developed written and oral communication skills, including strong public speaking ability
- Exceptional interpersonal skills, including the proven ability to identify and manage key relationships and liaise with stakeholders in a culturally diverse environment
- Proven negotiation skills and in particular, demonstrated ability to effectively resolve sensitive matters
- Demonstrated ability to solve problems in an innovative and creative manner to achieve defined outcomes
- Highly developed organisational skills, including the ability to manage multiple complex tasks with competing deadlines and multiple stakeholders
- High degree of computer literacy in Microsoft Office suite including Word, Excel, PowerPoint and other business software applications.
- Demonstrated ability to promote the organisational values of integrity, respect, collegiality, excellence and discovery, and a commitment to positively comply with the associated behaviour expectations.

Desirable

- A good understanding of the education environment, especially tertiary sector.

Qualification/s:

- A degree with at least 4 years subsequent relevant experience, or an equivalent combination of relevant experience and/or education/training.