**POSITION DESCRIPTION**

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| **Position Description Classification Approved** | **Date** |
| Human Resources Branch | 08/09/2022 |

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| **POSITION DETAILS** |  |
| **Position Title:** | **Future Student Experience Officer** |
| **Position Number:** | 00020138 |
| **Classification:** | HEO5 |
| **Faculty/Division:** | Division of External Engagement |
| **School/Branch:** | Future Students |
| **Reports to (position title):** | Manager, Conversion & Marketing Automation |
| **Delegations:** | N/A |
| **Special Conditions:** | * Reasonable workplace adjustments will be made for people with a disability * Some out of standard work hours may be required * Evidence of an assessment and letter of clearance from the Working With Children's Check Unit is required to making an appointment to this position |
| **Significant Working Relationships:** | * International and Domestic Recruitment Teams * Admissions * Third Party Vendors |

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| **POSITION SUMMARY** |
| 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.  The Division of External Engagement supports the growth and success of the University through the development of partnerships and delivery of engagement programs that enhance reputation, grow revenue, and create positive, lasting change in the communities where the University engages. A hub of connectivity for transformative collaboration, the Division is the custodian of brand, reputation and relationships and champions of the University’s ability and potential to achieve impact and influence across research, education and engagement. The Division comprises Marketing, Advancement, Media & Corporate Relations, Future Students, Global Engagement and Children’s University. The Division oversees strategy and delivery of the University’s key services in domestic and international student recruitment, admissions, global engagement, alumni relations and philanthropy, media and corporate communications and industry and government partnerships and volunteers, among many others.  The Future Students Branch comprises the International Recruitment, Admissions, Domestic Recruitment and the Future Student Experience teams.  Working under general direction the Future Student Experience Officer will undertake lead nurturing and conversion activity with a strong customer service focus while also providing creative marketing expertise to support business need. The Future Student Experience Officer will provide detailed responses to a wide range of applicant enquiries across multiple communication platforms. The role will also oversee the duties of casual staff and volunteers. It is expected that several projects will need to be balanced at any one time. |

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| **KEY RESPONSIBILITIES** | |
| Outbound Communications | Oversee day-to-day operations of International and Domestic outbound conversion activities as required, this includes:   * Planning and executing outbound conversion campaigns via phone, email or chat platforms. * Segment and report on communications delivered on through the university’s customer relationship management platform * Monitor and provide support to student ambassadors operating on The Ambassador Platform (TAP) * Support delivery of communication and conversion activity as required by internal marketing & recruitment roles |
| Intervention | * Improve online information sources for enquirers. |
| Enquiry Management | * Deliver high quality responses to enquirers. * Engage new enquiry management platforms, seeking optimal customer experience at all times. * Provide exceptional standard of customer service support when servicing enquirers. * Ensure high standard of response from casual staff and volunteers. |
| Stakeholder Relations | * Establish and maintain strong collaborative working relationships with key stakeholders within the Future Students branch, Faculties and other Divisions. * Actively contribute to building and maintaining a service and innovation culture that delivers on stakeholders’ expectations and reflects our institutional value of excellence |
| Other reasonable duties commensurate with classification level. | |

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| **PEOPLE MANAGEMENT RESPONSIBILITIES** |
| * N/A |

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| **CAPABILITIES AND BEHAVIOURS** |
| Use the [Capability Dictionary](https://www.adelaide.edu.au/hr/ua/media/1605/rec-core-capability-dictionary.pdf) 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. |

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| **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 |

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| **STAFF VALUES AND BEHAVIOUR FRAMEWORK** |
| Our culture is one that welcomes all and embraces diversity consistent with our [Staff Values and Behaviour Framework](https://www.adelaide.edu.au/hr/organisational-development/university-values) 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. |

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| **SELECTION CRITERIA** |
| **Knowledge and Experience:**  **Essential**   1. Demonstrated experience in student recruitment or customer service activities, preferably in a higher education environment. 2. Demonstrated experience communicating, both verbally and in writing, in a succinct, professional and responsive manner. 3. Proven experience in developing dynamic audience-appropriate copy for web and electronic communication with excellent attention to detail. 4. Proven ability to work effectively in a team environment, handling a diverse range of enquiries and projects. 5. Demonstrated ability to balance attention to detail with the need to meet tight deadlines, and also to balance a varied and heavy workload. 6. Experience in organising and undertaking multiple tasks with competing deadlines and in applying effective problem-solving skills to standard issues. 7. Experience in the use of a range of PC based hardware and software applications, including a high degree of competency in MS Office suite. 8. 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**   1. Knowledge of Australian and overseas education systems, and of international students’ needs.   **Qualification/s:**   * Tertiary qualification in relevant field and/or relevant experience. * An equivalent combination of relevant experience and/or education/training. |