



Position Description

College/Division	International Strategy and Future Students Division
Department/Unit	International Student Recruitment
Position Title:	International Student Recruitment Officer (Regional Manager)
Classification:	ANU Officer Grade 6/7 (Administration)
Position No:	TBC
Responsible to:	Senior Manager, International Development

PURPOSE STATEMENT

The International Strategy and Future Students (ISFS) Division brings together brand (identity), international and domestic recruitment, strategy, market research, marketing, advertising, digital, social media engagement and creative design at ANU. The Division is responsible for delivering high quality communications and experiences for future students in accordance with the University's strategic objectives.

The Future Students team lead domestic and international student acquisition for The Australian National University (ANU). The team maintains multiple key relationships; these include education agents, sponsoring organisations and government ministries, and high schools in Australia and overseas. The team delivers a busy online and offline events program to support student engagement in Australia and internationally. The team also manages a significant inbound enquiry volume.

Under the broad direction of the Senior Manager, International Development, the International Student Recruitment Officer plays a key role in developing and implementing marketing/communication strategies to recruit students into ANU programs. The position will provide pivotal project support and coordination of recruitment and communication activities and develop process and procedure documentation.

KEY ACCOUNTABILITY AREAS

Position Dimension & Relationships:

The International Student Recruitment Officer plays a key role in developing, implementing and executing marketing/communication strategies to recruit students into ANU programs from specified markets. The officer will work closely with the international recruitment teams, International Admissions, Future Student Experience Team and other ISFS colleagues on a day-to-day basis. Stakeholder engagement and communication is a vital element of the role and is conducted via a range of mediums including face to face, telephone, email, and others as required.

Role Statement:

Under broad direction, the International Student Recruitment Officer will:

1. Contribute to the development and implementation of region and channel-focused recruitment and communication strategies and plans aligned with wider University recruitment objectives.
2. Coordinate outreach activity in defined markets to achieve student recruitment targets and conversion rates.

3. Develop excellent working relationships with University representatives on- and offshore, including with strategically important education agents and high school counsellors.
4. Generate original market intelligence and use existing market data to identify activities for effective international student recruitment through international campaigns.
5. Participate in education fairs, student events and seminars in allocated markets and at events onshore as appropriate. This will include the ongoing assessment of the success of events and in- country activity carried out.
6. Co-ordinate activities for effective international student recruitment through international campaigns and recruitment events, including acting as the single point of contact between key relationships in those markets and academic College colleagues at ANU.
7. Maintain central databases of relevant regional key contacts and University representatives.
8. Assist with the production of electronic and print publications and other marketing/advertising opportunities both internally and externally, in cooperation internal team within ISFS.
9. Cultivate and maintain collaborative working relationships with external stakeholders and internal stakeholders (including those in academic Colleges and administrative areas).
10. Undertake extensive travel on behalf of the University. Provide coordination of information for regularly reporting on behalf of the Division.
11. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.
12. Perform other duties as requested, consistent with the classification level of the position and in line with the principle of multi-skilling.

SELECTION CRITERIA

1. A degree and relevant experience or an equivalent combination of experience and education/training. Demonstrated understanding of the higher education sector in particular the international education market, including an understanding of admission requirements and government regulations for international students.
2. Demonstrated ability to achieve set targets and goals and the ability to develop and execute innovative marketing, communications and recruitment plans.
3. Demonstrated interpersonal and communication skills and the ability to deliver oral presentations to diverse audiences. Proven experience in liaising with external agencies including overseas organisations and a background in dealing with a wide range of people from different cultures and levels, as required for building constructive relationships with internal and external stakeholders.
4. Demonstrated analytical and problem-solving skills, with a proven ability to use initiative, investigate issues, collect and analyse data to make evidence-based decisions and to make recommendations on alternative solutions to senior management. Project coordination experience is required.
5. Proven organisational skills and ability to prioritise competing demands and to work effectively both independently and collaboratively, meeting deadlines and delivering high quality outcomes. Experience planning and delivering events open to the public would be highly regarded.
6. Competency or fluency in a major world language other than English would be highly regarded.
7. A demonstrated high-level understanding of equal opportunity principles and policies and a commitment to their application in a University context and a strong understanding of cross-cultural issues.

ANU Officer Levels 6 and 7 are broad-banded in this stream. It is expected that at the higher levels within the broadband occupants, through experience, will have developed skills and expertise enabling them to more

independently perform the full range of duties at a higher level, and that more time will be spent on the more complex functions of the position.

The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.

Delegate Signature:		Date:	
Printed Name:		Position:	

References: [Professional Staff Classification Descriptors](#)



Australian
National
University

Pre-Employment Work Environment Report

Position Details

College/Div/Centre	ISFSD	Dept/School/Section	FSI
Position Title	International Student Recruitment Officer (Regional Manager)	Classification	6/7
Position No.		Reference No.	

In accordance with the Work Health and Safety Act 2011 (Cth) the University has a primary duty of care, so far as reasonably practicable, to ensure the health and safety of all staff while they are at work in the University.

- This form must be completed by the supervisor of the advertised position and appended to the back of the Position Description.
- This form is used to advise potential applicants of work environment and health and safety hazards prior to application.
- Once an applicant has been selected for the position they must familiarise themselves with the University WHS Management System via Handbook guidance <https://services.anu.edu.au/human-resources/health-safety/whs-management-system-handbook>
- The hazards identified below are of generic nature in relation to the position. It is not correlated directly to training required for the specific staff to be engaged. Identification of individual WHS training needs must be in accordance with WHS Local Training Plan and through the WHS induction programs and Performance Development Review Process.
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see 'Employment Medical Procedures' at http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp

Potential Hazards

<ul style="list-style-type: none"> • Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a regular or occasional part of the duties. 					
TASK	regular	occasional	TASK	regular	occasional
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
Organizing events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>			
NON-IONIZING RADIATION			IONIZING RADIATION		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
CHEMICALS			BIOLOGICAL MATERIALS		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
OTHER POTENTIAL HAZARDS (please specify):					
Supervisor/Delegate Name:	<i>Herwindu Sadewa</i>		Date:	11 April 2024	