POSITION DESCRIPTION

Postgraduate Student Recruitment Manager

Position Summary

The Postgraduate Student Recruitment Manager leads the strategic development and implementation of recruitment plans to support the recruitment of Postgraduate Coursework students to all faculties of UNSW with a focus on business development and growth. This role requires a strong level of commercial acumen, sales experience, customer focus and the ability to drive changes in business practices. The position will maintain relationships with key internal stakeholders and be accountable for the annual intake of Domestic Postgraduate students across the University. The incumbent will foster a customer-focused approach to service and business development, identifying new opportunities or emerging issues that may effect this recruitment pathway via the management of an annual recruitment strategy incorporating public events, faculty based event programs, business to business sales approaches, digital event execution and a high-touch approach to managing all components of lead/prospect management.

The Postgraduate Student Recruitment Manager reports to the Head of Future Student Recruitment and has one direct report.

Accountabilities

Specific accountabilities for this role include:

- Lead the development and implementation of UNSW’s Postgraduate Student Recruitment Strategy.
- Provide strategic direction and drive change to align business practices relating to all touchpoints of UNSW’s lead management strategy.
• Build, manage and maintain high level external relationships with businesses and industry partners in support of the domestic recruitment strategy, developing bespoke business to business sales approaches, including account-based sales, to support specific University programs.

• Plan and conduct outreach and business development activities within budget parameters and in accordance with annual strategy.

• Proactively lead and develop relationships with external industry partners where potential for significant growth has been identified, including devising marketing strategies specific to these organisations to generate leads and build brand affinity for UNSW.

• Be accountable for commencement targets relating to the students commencing at UNSW as Postgraduate Coursework students.

• Provide high level reporting and data analysis on activity, ROI and forecast enrolments based on leads engaged with and current pipeline status in weekly meetings, formal reporting, and faculty contexts.

• Develop and deliver an annual calendar of activities that support the agreed strategy for the Division. Ensure project plans and performance tracking is in place to assess impact and return on investment with a particular focus on expanding depth and coverage of PG recruitment activity events & tailored PG outreach activity to reach all key cohorts (pre-experience, industry specific accreditation, key industry relationships and influencers).

• Maintain an expert knowledge of UNSW Postgraduate coursework offerings including audience understanding, product understanding, admissions, and entry requirements.

• Ownership of the PG Cohort, ensuring cross team alignment, communication, and collaboration.

• Develop and deliver an annual cycle of Postgraduate recruitment events both on and off campus to engage an external/internal audience and drive lead generation.

• Lead the Recruitment team’s range of events, activities, projects, and initiatives to support the overall domestic recruitment strategy as required.

• Lead and contribute to the development of recruitment collateral, both physical and digital, targeting postgraduate audiences including guides, newsletters, and digital resources.

• Maintain a strong understanding of competitor activity in the Postgraduate space, including tactical initiatives, new programs and entry schemes, report on and provide insight on implications of competitor activity and suggest corrective actions to address commercial gaps.

• Provide structured market feedback and insight to feed into course development, review, and optimisation processes.

• Align with and actively demonstrate the UNSW Values in Action: Our Behaviours and the UNSW Code of Conduct.

• Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

**Skills and Experience**

• A relevant degree (preferably postgraduate) with extensive experience in marketing and product strategy, or an equivalent level of industry knowledge gained through any other combination of education, training and experience.

• Significant experience in business sales, strategy development and execution.

• Strong commercial acumen and achievement orientation in a KPI driven sales/marketing context, with an ability to set targets, develop complex work plans with competing priorities and review return on investment. Having carried quota in a commercial entity would be viewed favourably.
• Proven experience in end-to-end lead management from generation to qualification and closure, as well as being adept in managing CRM platforms.

• Demonstrated ability to influence and provide strategic advice and operational support to Senior Executives, as appropriate, to ensure successful outcomes.

• Experience working collaboratively with multiple areas of an organisation to achieve individual and shared goals and targets.

• Outstanding written and verbal communication skills and the proven ability to articulate information clearly and succinctly.

• Advanced stakeholder management and relationship development skills, and the ability to lead, manage and motivate individuals and teams.

• Excellent collaboration skills and experience working in a complex matrix environment.

• Excellent relationship management skills, with a demonstrated track record of fostering and maintaining strong and successful internal and external networks, supporting successful outcomes within a sales context.

• Higher Education and/or premium brand experience across local and international markets is highly desirable.

• An understanding of and commitment to UNSW’s aims, objectives and values in action, together with relevant policies and guidelines.

• Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training

Pre-employment checks required for this position
• Verification of qualifications