POSITION DESCRIPTION

Student Recruitment Coordinator

Position Level | Broadband Level 6/7
Faculty/Division | UNSW Canberra (ADFA)
School | Rector’s Office
Position Number | 00061667
Original Document creation | 10/07/2023

Position Summary

The Student Recruitment and Outreach team are responsible for the planning and implementation of student recruitment and outreach activities at UNSW Canberra through the active engagement of prospective students. The team coordinates the provision of advice relating to study opportunities and the application process for all degree programs, as well as relevant student marketing campaigns and materials.

The Student Recruitment Coordinator will support the Student Recruitment and Outreach Manager in driving team initiatives to establish and maintain productive working relationships with Defence, University stakeholders, visitors, as well as current and prospective students.

The Student Recruitment Coordinator is instrumental in supporting and achieving Faculty level future student load targets by planning and delivering key recruitment and marketing activity for UNSW Canberra. The Student Recruitment Coordinator represents UNSW Canberra in a variety of student recruitment contexts domestically (and internationally, if required).

The Student Recruitment Coordinator contributes to the operational and strategic functions of UNSW Canberra and provides high level advice and assistance to staff and external customers. In addition, the position plays a key role in the continued establishment, development, maintenance and improvement of systems and processes used by the team.

The position of Student Recruitment Coordinator reports to the Student Recruitment and Outreach Manager and has no direct reports.

Accountabilities

Specific accountabilities for this role include:

At Level 6
- Coordinate the operational aspects of standard student recruitment and outreach activities, including face-to-face and online events, and the development of marketing campaigns and materials.

- Provide input and drive bespoke student recruitment events and marketing activities to deliver on future student enrolment KPI's – with a particular focus on expanding depth of coverage and tailored outreach activity for key cohorts.

- The ability to undertake face to face student recruitment activities and attend local, interstate or overseas events, sometimes outside of standard working hours.

- Support successful new program launches - work collaboratively with key internal stakeholders across pre-launch planning, launch and optimisation phases, making recommendations to achieve enrolment targets.

- Drive improved depth of faculty product knowledge and quality of training materials to support all recruitment activity (incl. Defence, outreach teams, student ambassadors etc).

- Coordinate initial and ongoing contact with prospective students, through marketing campaigns and enquiry management systems.

- Contribute to the development and maintenance of marketing and student recruitment materials, including print, web, and other promotional materials.

- Actively contribute to the improvement of processes and procedures within the Student Recruitment team.

- Develop and maintain strong and collaborative relationships with internal and external stakeholders.

- Prepare detailed correspondence, reports and presentations for internal and external stakeholders.

- 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.

**At Level 7**

In addition to level 6 above:

- In collaboration with the Student Recruitment and Outreach Manager, manage, develop and deliver complex bespoke recruitment strategies, events and campaigns, with a particular focus on underperforming programs as required.

- Monitor and report on recruitment pipeline numbers, providing strategic advice on achievement of targets and longer-term forecasts. Implement strategies to course correct as required.
• Represent UNSW Canberra as required at cohort marketing WiPs and weekly meetings.
• Manage the operational aspects of student recruitment and outreach activities, including face-to-face and online events, and the development of marketing campaigns and materials, and identify new ways to proactively engage with prospective students.
• Monitor, analyse and report on student recruitment events and marketing/advertising activities, including data on enrolment trends, to assist in the development of new recruitment objectives.
• Liaise with UNSW Canberra stakeholders to identify and highlight opportunities in undergraduate, and postgraduate recruitment, and reflect these opportunities in forward thinking marketing and student recruitment materials and activities.
• Manage initial and ongoing engagement with prospective students, through marketing campaigns and enquiry management systems.
• Scope, develop and deliver recruitment strategies to deliver specific student cohort numbers to support equity and diversity targets.
• Drive the improvement of processes and procedures within the Student Recruitment team.
• Provide solutions driven outcomes for a diverse range of procedural improvements.

Skills and Experience

• A relevant tertiary education qualification with sound experience in product marketing or an equivalent level of industry knowledge gained through any other combination of education, training and experience.
• Demonstrated skills in developing and implementing marketing, communication and/or engagement plans and marketing communication materials – as well as campaign reporting, commentary, and optimisations.
• Strong commercial acumen and achievement orientation in a KPI driven sales/marketing context. An ability to set targets, plan work with competing priorities and review return on investment.
• Demonstrated ability to balance strategic outcomes with pragmatic short-term requirements to deliver successful outcomes with momentum.
• Excellent collaboration skills and experience working in complex organisational environments.
• Excellent relationship management skills, with a demonstrated track record of fostering and maintaining strong and successful internal and external networks, supporting successful outcomes.
• Demonstrated experience supporting projects and initiatives, while monitoring and delivering projects within agreed timeframes.
• Higher Education experience across local and international markets is desirable, but not required.
• An understanding of and commitments to UNSW's aims, objectives, and Values in Action, together with relevant policies and guidelines.
• Knowledge of the health and safety responsibilities and commitment to attending relevant health and safety training.

Progression Criteria

Progression to a higher level within a broadbanded position is not automatic and requires support of the supervisor and approval by Senior Management.

The following is required before progression can be approved:

• The incumbent will be expected to have reached the top step of a Level 6 prior to progression to Level 7; and
• The incumbent will be expected to have been at the top step of Level 6 for 12 months prior to progression to Level 7;
• Criteria for progression to Level 7 will be based on satisfactory performance of all responsibilities and behaviours at Level 6, and a demonstrated capacity and ability to take on the responsibilities and the behaviours of the position at Level 7; and
• Work at Level 6 is available and required on an ongoing basis.

Pre-Employment checks required for this position

• Verification of qualifications
• Requirement for current driver's license
• Working With Children Check (WWCC)
• Criminal History Check
• Identification Check
• Australian Work Rights Check

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.