POSITION DESCRIPTION

Student Recruitment Coordinator (Postgraduate)

Position Summary

The Student Recruitment Coordinator (Postgraduate) is responsible for implementing and co-ordinating recruitment plans that support the recruitment of Postgraduate Students to all faculties of UNSW. The position will work within the Postgraduate recruitment team to develop a full and comprehensive understanding of all key postgraduate coursework offerings at UNSW and promote these to both an external and internal audience. The incumbent will foster a customer-focused approach to service delivery, frequently interacting with and engaging with prospective students through the delivery of a suite of annual events and activities including on and off campus events, faculty based events and digital experiences. The Student Recruitment Coordinator works collaboratively with other teams across DVC-Academic to develop, deliver and manage content related to postgraduate recruitment to contribute to the achievement of recruitment targets. The incumbent will help to lead the delivery of strategic activity to engage with graduating undergraduate students (both domestic and international) to establish UNSW as a life-long educational partner.

The Student Recruitment Coordinator (Postgraduate) reports to the Postgraduate Student Recruitment Manager and has no direct reports.

Accountabilities

Specific accountabilities for this role include:

- Participate within the Future Student Recruitment team, creating a respected and valued service. Deliver a highly customer-focused service, demonstrating excellence and continuous improvement while driving recruitment priorities.
• Maintain expert level knowledge of all UNSW postgraduate coursework degrees, combinations and appropriate pathways, as well as comprehensive knowledge of University admission policy and procedures for domestic students.

• Develop and deliver an annual calendar of activity that supports the agreed postgraduate strategy for the Division. Ensure project plans and performance tracking is in place to assess impact and return on investment.

• Develop and coordinate postgraduate recruitment events as part of an annual cycle, both on and off campus to engage an external/internal audience and drive lead generation and conversion across all stages of the funnel.

• Represent the University and manage other University staff attending recruitment to support the overall domestic recruitment strategy as required.

• Coordinate UNSW’s attendance and participation in external and internal events for a Postgraduate audience including tours, expos, presentations and activities targeting prospective students and influencers.

• Develop and deliver events and engagement approaches to graduating UNSW students (and students at other institutions) to enable an understanding of postgraduate course offerings and establish UNSW as a lifelong educational partner.

• Provide support to the Onshore partnerships teams range of events, activities, projects and initiatives to support the overall domestic recruitment strategy as required.

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

• Develop 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.

• Prepare 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.

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

• Implement the UNSW Health and Safety Management System within your area of responsibility.

• 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 with experience in recruitment and/or marketing strategy, or an equivalent level of industry knowledge gained through any other combination of education, training and experience.

• Demonstrated ability to report on sales pipelines, analyse trends and identify audience needs and drivers.

• Experience working collaboratively with multiple areas of an organisation to achieve their and your team’s goals and targets.
• Strong written and verbal communication skills and the proven ability to articulate information clearly and succinctly.
• Excellent stakeholder management and relationship development skills
• Excellent collaboration skills and experience working in a complex matrix organisational environment.
• Experience in event coordination
• Experience in content development and working with sales funnels will be highly regarded.
• Highly developed organisational and time management skills, with proven attention to accuracy and detail.
• Higher Education and premium brand experience across local and international markets is highly desirable.

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