## Position Summary

The Senior Recruitment Product Manager is responsible for Faculty product portfolio management and achievement of program level recruitment targets for either a sole faculty or portfolio of faculties dependant on size. This role is the faculty product marketing expert who optimises the positioning of faculty programs, takes new programs to market, improves depth of product recruitment knowledge and delivers tailored faculty recruitment activity via both centrally driven and faculty specific initiatives. The Senior Recruitment Product Manager is instrumental in the setting and achievement of program level future student load planning targets and works alongside faculty stakeholders to develop new programs ensuring sustained future growth for the faculty product portfolio.

This role is a key point of contact between the Faculty and Future Student Recruitment team, ensuring that faculty needs are understood and met whilst working collaboratively with the Central recruitment teams both domestically and internationally as well as the Marketing Strategy and Content Team to deliver better outcomes for the UNSW community.

The Senior Recruitment Product Manager reports to the Head of Future Student Recruitment, with a dotted reporting line into one or two Future Student Faculty Partners and has either one or two direct reports.

## Accountabilities

Specific accountabilities for this role include:

* Drive achievement of faculty recruitment numbers for UG/PGCW at a program level for local and international markets. Represent the faculty program level view at faculty leadership meetings (as required), weekly sales meetings and cohort squad WIPs, providing the required faculty and program level input to drive achievement of enrolment numbers.
* Develop and deliver all faculty program level recruitment activity required to meet future student enrolment KPIs in line with annual recruitment strategy. Provide tailored faculty input into centrally developed recruitment activity and deliver bespoke faculty recruitment activity.
* Work collaboratively with Heads of Schools/Program Directors to strengthen program positioning via application of the brand CVP framework for all faculty programs This includes competitive benchmarking across local and international markets, recommendations to enhance program offerings and involvement in externally commissioned market research.
* Work collaboratively with Future Student Faculty Partners and faculty stakeholders to develop new programs using an evidence-based approach to ensure sustained future growth for the faculty product portfolio. Drive successful new faculty program launches working with central marketing and recruitment teams across pre-launch planning, launch and optimisation phases making recommendations and tactical adjustments to achieve enrolment targets.
* Work collaboratively with Future Student Faculty Partners and faculty stakeholders to inform realistic program level and overall faculty portfolio level future student load planning targets and tuition fees, drawing on evidence-based market/competitive intelligence and historical performance insights provided by front line recruitment teams, faculty stakeholders and central marketing teams.
* Drive improved depth of faculty product knowledge and quality of training materials to support all recruitment activity (incl. agents, Future Students Enquiries Centre, recruitment teams and student ambassadors).
* Represent the faculty at student recruitment events, expos, school and agent visits both locally and internationally (as required).
* Represent the faculty during peak recruitment periods, providing support to the Future Students Enquiries Centre via faculty specific outbound calling and conversion activity as required.
* Maintain a detailed knowledge of external market forces impacting on the field of education related to the faculty.
* Produce briefing notes, schedules and recruitment activity reports for senior management including Heads of School/s, faculty academic leads, the Director of Future Students and the Head of Future Student Recruitment.
* Provide faculty and program level input requirements to shape central and bespoke marketing campaigns/collateral/content across all future student communication touchpoints.
* Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](https://unsw.sharepoint.com/sites/values-in-action) and the [UNSW Code of Conduct](https://www.gs.unsw.edu.au/policy/documents/codeofconduct.pdf).
* Ensure hazards and risks psychosocial and physical are identified and controlled for tasks, projects, and activities that pose a health and safety risk within your area of responsibility.

Skills and Experience

* A relevant tertiary education with substantial experience in product management/product marketing or an equivalent level of industry knowledge gained through any other combination of education, training and experience.
* Strong commercial acumen and achievement orientation in a KPI driven sales/marketing context. An ability to set targets, plan complex work plans with competing priorities and review return on investment of activity.
* Demonstrated ability to balance strategic outcomes with pragmatic short-term requirements to deliver successful outcomes with momentum.
* Excellent collaboration skills and experience working in a complex matrix organisational environment.
* Excellent relationship management skills, with a demonstrated track record of fostering and maintaining strong and successful internal and external networks, supporting successful outcomes.
* Highly developed organisational and time management skills, with proven attention to accuracy and detail.
* Highly developed leadership skills and demonstrated people management experience.
* Higher Education and 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 & safety (psychosocial and physical) responsibilities and commitment to attending relevant health and safety training.

Role Requirement

* The Senior Recruitment Product Manager may be required to work flexible hours in order to attend various recruitment events and activities, both domestically and internationally. During operationally critical periods possible annual leave restrictions will apply.

Pre-employment checks required for this position

* Verification of qualifications
* Working With Children Check (WWCC)

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.