## Position Summary

The Faculty Recruitment Team Lead is responsible for leading the strategic direction and management of a team of Senior Recruitment Product Managers to strategise, develop and deliver a diverse range of recruitment, marketing and conversion activities that drive achievement of university, faculty and program level recruitment targets. Each Senior Recruitment Product Manager oversees a portfolio of one or two faculties, in addition to the Faculty Recruitment Team Lead who also manages the recruitment activities for one or two faculties.

The Faculty Recruitment Team Lead is a product marketing expert who is a key point of contact between faculties and the Future Student Recruitment team, ensuring that faculty needs are understood and met while 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 Faculty Recruitment Team Lead reports to the Head of Future Student Recruitment, and has between five and seven direct reports.

## Accountabilities

Specific accountabilities for this role include:

* Develop and deliver all faculty program level recruitment activity required to meet future student enrolment KPIs in line with the annual recruitment strategy. Provide tailored faculty input into centrally developed recruitment activity and deliver bespoke faculty recruitment activity.
* Drive achievement of faculty recruitment targets for UG/PGCW at a program level for local and international markets across all faculties.
* Represent the faculty program level view at faculty leadership meetings, weekly sales meetings and cohort marketing WIPs, providing the required faculty and program level input to drive achievement of enrolment numbers.
* Work collaboratively with Heads of Schools/Program Directors to strengthen program positioning via application of the brand CVP framework for all faculty programs, including 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 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.
* Drive improved depth of faculty product knowledge and quality of training materials to support all recruitment activity (including agents, central contact centre teams, outreach teams and student ambassadors).
* Represent the faculty at student recruitment events, expos, school and agent visits both locally and internationally, as well providing support to the Future Student Enquiry 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.
* 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.
* Produce briefing notes, schedules and recruitment activity reports for senior management including Heads of School/s, faculty academic leads, 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 psychosocial and physical hazards and risks 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 extensive experience in product management/product marketing 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 in a KPI driven sales/marketing context with an ability to set targets, plan complex work plans with competing priorities and review return on investment of activity.
* Advanced stakeholder management and relationship development skills, with a demonstrated track record of fostering and maintaining strong and successful internal and external networks, as well as the ability to lead, manage and motivate individuals and teams. Previous faculty experience within a university context, while not essential, is highly desirable.
* Demonstrated ability to balance strategic outcomes with pragmatic short-term requirements to deliver successful outcomes with momentum.
* Demonstrated ability to influence and provide strategic advice and operational support to senior executives, as appropriate, to ensure successful outcomes.
* Excellent collaboration skills and experience working in a complex matrix organisational environment.
* 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.
* 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 Faculty Recruitment Team Lead 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.