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## POSITION DESCRIPTION

# Relationship Management Officer

Faculty/Division	Business
Classification Level	Professional 6 G - Administrative, Clerical, Computing, Professional & Research Staff
Hours & Span (Category)	N/A
Position number	NOT SHIFTWORKER
Shiftwork status	N/A
Allowances	N/A
On call arrangements	N/A
Original document creation	5 August 2022

### Position Summary

The Relationship Management Officer is responsible for managing the recruitment and admissions process and achievement of recruitment targets for the ten Award Programs offered by AGSM. This position is also responsible for the management and coordination of tailored student recruitment activities in line with the UNSW Business School and AGSM's marketing, communications, and student recruitment strategies, and represents the school in a variety of student recruitment contexts both locally and internationally. The role is expected to develop and maintain a broad range of knowledge and expertise across AGSM degree programs and short courses to offer suitable learning options to prospective students who are generally well-experienced professionals and managers.

The role of Relationship Management Officer reports to the Manager, AGSM Recruitment and Admissions and has no direct reports.

### Accountabilities

Specific accountabilities for this role include:

- Relationship management of the student prospect pipeline across AGSM award programs. Plan and implement an end-to-end experience for new students.
- Develop effective strategies, processes and procedures for recruitment activities to maximise the conversion of students at each stage of the recruitment lifecycle. Ensure these fall in line with the Business School and wider University's strategic priorities.

- Coordinate student recruitment campaigns to achieve future student enrolment KPIs and represent the School at student recruitment events and expos. These may take place within Sydney, interstate and overseas and may be held during the evening or at lunchtime.
- Provide accurate, comprehensive, and timely advice and technical knowledge to prospective students relating to program information, career prospects, application process and other complex queries requiring analysis and interpretation, whilst building and maintaining positive working relationships.
- Coordinate and process program and scholarship applications in a timely, accurate, and professional manner. Develop, maintain, and apply a depth of knowledge and expertise relating to admissions policies, administration, and procedures.
- Manage tailored student recruitment events, ensuring events are executed according to brand guidelines and within budget.
- Maintain accurate data, produce reports, and provide recommendations to improve candidate service and engagement while considering and implementing operational efficiencies and improvement in procedures.
- Proactively engage with and support prospective students through their decision making, application and enrolment process. Project manage targeted professional follow up campaigns to maximise conversion.
- Assess applications in line with entry requirements and put forward recommendations to Team Leader and the Selection Committee
- Exercise a solution-orientated approach, proactively seeking a range of potential solutions where operational issues arise in a range of functional areas.
- Manage and support the delivery of relevant projects, initiatives and other ad hoc programs as required.
- Align with and actively demonstrate the [Code of Conduct and Values](#)
- 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 psychosocial or physical health and safety of yourself or others.

### **Skills and Experience**

- A higher Tertiary qualification (or above), or an equivalent level of knowledge gained through any other combination of relevant education, training and/or experience.
- At least 2 years' experience in a student or customer service position, preferably in the higher education sector or similar professional services environment.
- High level of organisational skills with a demonstrated ability to solve complex problems/enquiries, improve processes, deliver initiatives and work autonomously.
- Previous exposure to a sales-related function – with a demonstrated capacity to influence and inspire prospective customers.
- Demonstrated experience in a role requiring accuracy and attention to detail.
- Highly advanced interpersonal skills, and written and verbal communication skills, with the ability to use tact and diplomacy, negotiate and communicate with influence, and clearly convey ideas and information to a diverse group of people from varying backgrounds and seniority.

- Extensive experience and high-level skills working with digital technologies including databases, CRM and Microsoft office.
- Demonstrated outstanding customer service skills.
- 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.

### **Pre-employment checks required for this position**

- Verification of qualifications

#### **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.