



Make
it matter.

POSITION DESCRIPTION

Postgraduate Recruitment and Conversion Lead

Position Level	9
Faculty/Division	DVC-Academic
Position Number	00081304
Original document creation	14/03/2022

Position Summary

The Postgraduate Recruitment and Conversion lead drives the strategic development and implementation of recruitment plans to support the recruitment of Postgraduate Coursework students to all faculties of UNSW, the implementation of high touch and best practice conversion campaigns, and create and deploy the suite of product, sales/CRM and compliance enablement and training which empowers the recruitment and marketing teams to create high touch, personalised and impactful engagements across all coursework cohorts.

This role requires a strong level of commercial acumen, sales and CRM expertise, customer focus, team leadership, staff training and uplift experience, and the ability to drive proactive changes in business practices and processes. The position will maintain relationships with key internal stakeholders and be accountable for the annual intake of Domestic Postgraduate students across the University. The incumbent will foster a customer-focused approach to service and business development, identifying for the Domestic Postgraduate cohort new opportunities or emerging issues that may affect this recruitment pathway via the management of an annual recruitment strategy incorporating public events, faculty-based event programs, business to business sales approaches and digital event execution. **The role will also drive high-touch, personalised lead/prospect management through leading the implementation of best practice sales processes, systems and techniques to enhance pipeline conversion and create a seamless, digitally-integrated and impactful customer experience, including designing and deploying sales enablement and product training across the Future Students team alongside**

The Postgraduate Recruitment and Conversion Lead reports to the Associate Director, Future Student Recruitment and has one direct report.

Accountabilities

Specific accountabilities for this role include:

- Lead the development and implementation of UNSW's Postgraduate Student Recruitment Strategy and be accountable for commencement targets relating to the students commencing at UNSW as Postgraduate Coursework students.
- Drive sales and conversion uplift aligned with marketing and content activity through facilitating a seamless customer experience across key touchpoints, including pre- and post-event engagement and always-on personalised conversion calling campaigns.
- Working with the Future Students Enquiries Team Lead, oversee the implementation of 'always on' conversion calling campaign systems and processes which can be deployed, as required, across all cohorts, including data integration, systems management, upskilling and developing sophisticated reporting mechanisms.
- Lead the design and deployment of a suite of sales/CRM enablement, product and compliance training for onshore and offshore recruitment teams, informed by best practice to drive impactful engagements.
- Have ownership of the Postgraduate Cohort, ensuring cross-team alignment, communication, and collaboration to achieve the UNSW Postgraduate Student Recruitment Strategy.
- Provide strategic direction and drive change to align recruitment business practices to key touchpoints of UNSW's lead management strategy, collaborating closely with the Digital Experience and Marketing teams to create a cohesive student experience.
- Develop and deliver an annual calendar of activities that support the agreed strategy for the Division. Ensure project plans and performance tracking is in place to assess impact and return on investment with a particular focus on expanding depth and coverage of PG recruitment activity events & tailored PG outreach activity to reach all key cohorts (pre-experience, industry specific accreditation, key industry relationships and influencers).
- Provide expert market/audience advice and contribute to strategic documents, reporting and initiatives to support the Associate Director, Future Student Recruitment, and other members of the Future Students executive team.
- Maintain an expert knowledge of UNSW Postgraduate coursework offerings including audience understanding, product understanding, admissions, and entry requirements.
- Co-lead the FSR Recruitment team's range of events, activities, projects, and initiatives to support the overall domestic and international recruitment strategies, including ensuring activity is within budget parameters and KPI-aligned.
- Lead and contribute to the development of recruitment collateral, both physical and digital, including guides, newsletters, and digital resources.
- Maintain a strong understanding of competitor activity in the Postgraduate market, including tactical initiatives, new programs and entry schemes. Report and provide insights on implications of competitor activity and suggest corrective actions to address commercial gaps.
- Provide structured market feedback and insights to feed into course development, review, and optimisation processes.
- 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 (preferably postgraduate) with extensive experience in marketing/sales and product strategy, 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, delivering against targets and driving increased return on investment.
- Considerable experience leading, designing and deploying sales enablement initiatives including product and sales/CRM training.
- Significant experience driving sales process and systems improvement, including driving high touch, 'always on' practices to facilitate personalised, impactful customer engagements and sophisticated reporting mechanisms to foster agility and continuous improvement developments.
- Strong commercial acumen and achievement orientation in a KPI driven sales/marketing context with an ability to set targets, develop complex work plans with competing priorities and review return on investment. Having carried quota in a commercial entity would be viewed favourably.
- Outstanding ability to create and nurture high-performing sales teams, embedding a customer-first culture informed by best practice sales techniques which aligns initiatives with marketing and digital experience to deliver a seamless customer journey.
- Proven experience in end-to-end lead management from generation to qualification and closure, as well as being adept in managing CRM platforms.
- Demonstrated ability to influence and provide strategic advice and operational support to Senior Executives, as appropriate, to ensure successful outcomes.
- Experience working collaboratively with multiple areas of an organisation to achieve individual and shared goals and targets.
- Outstanding written and verbal communication skills and the proven ability to articulate information clearly and succinctly.
- Advanced stakeholder management and relationship development skills, and the ability to lead, manage and motivate individuals and teams.
- Excellent collaboration skills and experience working in a complex matrix environment.
- Excellent relationship management skills, with a demonstrated track record of fostering and maintaining strong and successful internal and external networks, supporting successful outcomes within a sales context.
- Higher Education and/or premium brand experience across local and international markets is highly desirable.

Role Requirements

- The Postgraduate Recruitment and Conversion Lead may be required to work flexible hours in order to attend various recruitment events and activities. During operationally critical periods possible annual leave restrictions will apply.

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.