



POSITION DESCRIPTION

International Student Recruitment and Engagement Officer

April 2026

UNIVERSITY of 
TASMANIA

Position Summary

College / Division	Student Services and Operations
School / Section	Recruitment, Engagement and Marketing
Location	Hobart, Launceston
Classification	<u>HEO Level 6</u>
Reports to	International Recruitment Operations Manager
Direct reports	Nil
Delegation level	<u>No Delegation</u>

Position Overview

The International Student Recruitment and Engagement Officer is a delivery-focused role within the Recruitment, Engagement and Marketing (REM) portfolio, responsible for implementing international student recruitment initiatives.

Working closely with colleagues across the REM team—including Recruitment, Marketing, Partnerships and Events teams—the role supports a coordinated, integrated approach to international student attraction and conversion. The position plays a key role in generating and nurturing prospective international student leads, supporting education agent engagement, and contributing to a high-quality end-to-end recruitment experience. A significant component of the role involves the planning, coordination and delivery of international recruitment events and engagement opportunities, including international education agent familiarisation tours.

This role requires strong organisational capability, stakeholder engagement skills and attention to detail to ensure recruitment activity is delivered professionally, compliantly and in line with University priorities.

About the University of Tasmania

The University of Tasmania is a mission-driven institution dedicated to making a difference for Lutruwita/Tasmania and a distinctive contribution from Tasmania to the world. As the sole university on the island, the University is deeply embedded in the social, economic, and environmental fabric of Tasmania, working in close partnership with communities, industry, and government to address key challenges in education, health, productivity, and climate action. The University takes pride in its place-based identity, leveraging Tasmania's unique geography, culture, and resources to offer world-leading research and education.

With a networked presence across Tasmania and beyond, the University of Tasmania is transitioning towards a more accessible, regionally connected, and innovative educational model. As it looks toward 2050, the University remains committed to fostering excellence, collaboration, and transformative education, preparing graduates to navigate the challenges of a rapidly changing world while remaining grounded in its place and purpose in Tasmania.

Accountabilities and outcomes

Purpose

To support the University's international recruitment objectives by delivering coordinated, student-focused and compliant recruitment and engagement activities that strengthen international enrolment outcomes and enhance the University's reputation in priority markets.

Key Outcomes

- Increased international student enquiries, applications and enrolments across priority markets.
- Effective collaboration across the Recruitment, Engagement and Marketing team to deliver integrated recruitment and marketing activity.
- High-quality delivery of international recruitment events, including successful international agent familiarisation programs.
- Strong relationships with education agents and internal stakeholders that support ethical, sustainable recruitment.
- Accurate tracking, reporting and use of recruitment data to inform continuous improvement.

Key Accountabilities

International Student Recruitment Operations and Compliance

- Support day-to-day international recruitment operations to ensure timely and effective delivery.
- Generate, manage and convert prospective international student leads through recruitment activity, events and follow-up.
- Provide accurate, timely and culturally appropriate information to prospective international students.
- Represent the University professionally in interactions with prospective students, agents and other external partners.
- Ensure all recruitment activity complies with ESOS legislation, the National Code and University policies.
- Identify opportunities to improve recruitment processes and enhance the international prospective student and agent experience.

Collaboration across Recruitment, Engagement and Marketing

- Work closely with colleagues across the Recruitment, Engagement and Marketing portfolio to inform and support a seamless approach to international recruitment.
- Liaise with marketing teams to align recruitment activity with campaigns, messaging and brand guidelines.

- Share market intelligence, feedback and insights to inform recruitment activities, events and marketing campaign planning.

Agent and Partner Engagement

- Support the management of relationships with international education agents and recruitment partners.
- Assist with agent communications, briefings, training sessions and ongoing engagement activity.
- Respond to agent enquiries and ensure agents have up-to-date information regarding courses, admissions and compliance requirements.
- Promote ethical recruitment practices consistent with ESOS requirements and University policy.

International Events, Agent Engagement and Logistics

- Coordinate and support international recruitment events, including education fairs, agent events, virtual sessions and on-campus activities. In line with broader University event approaches.
- Play a key role in the planning and delivery of international education agent familiarisation programs, including:
 - Developing detailed itineraries and schedules in collaboration with REM colleagues and academic areas.
 - Coordinating venues, catering, transport, accommodation and travel logistics.
 - Liaising with academic staff, student services and senior stakeholders to confirm participation.
 - Preparing briefing materials, presentations and event documentation.
 - Provide on-the-ground operational support during recruitment events.
 - Manage post-event follow-up including feedback collection and coordination of next-step engagement.

Behavioural Expectations

We aim for everyone to have a positive experience at our university, and all staff contribute toward creating a university culture that is safe and supportive, enabling our community to flourish by:

- Treating all others – staff, students and community with fairness, equity and respect.
- Ensuring the workplace is an inspiring and safe place to be.
- Ensuring the workplace is free from harassment, bullying, victimisation and discrimination.

Success profile

Personal Attributes

- Driven: Takes action and uses initiative to seize opportunities and pursue outstanding results, even when presented with difficulties or setbacks.
- Rapport Building: Enjoys interacting with other people and effectively establishes rapport by putting others at ease. Effectively promotes achievement and recognition.
- Detail Oriented: Produces high quality work through attention to detail, checking for errors and following procedures to finish tasks within specified timescales.
- Supportive: Understands others through listening and empathy, works well in a team and actively involves others by valuing individuals unique perspectives.

Core Capabilities

- Strategy into Action: Able to set, operationalise and activate strategy into specific actions, timelines and responsibilities to enable the University to deliver on key strategic goals.
- Student Focus: Able to bring the student experience lens to all work activities, contributing to outcomes that evoke student curiosity, interest and passion for disciplinary knowledge and skills.
- Self Awareness and Interpersonal Skills: Recognises and regulates emotions and behaviour in the work context and effectively builds relationships with others to create a collaborative and empowering environment that enables people to achieve and thrive.
- Holistic Decision Making: Able to form sound judgements based on all available information, considering the potential impacts of decisions from a broad range of perspectives before taking definitive action.

Role Specific Skills, Knowledge and Experience

- Tertiary qualification in marketing, business, education, international relations or a related field, or equivalent relevant experience.
- Demonstrated experience in international student recruitment, education marketing or event coordination.
- Experience supporting education agents and international recruitment activities.
- Strong organisational and logistical coordination skills, particularly for events and programs.
- Experience using CRM systems to manage recruitment activity and follow-up.
- High-level written, interpersonal and presentation skills.
- Understanding of ESOS legislation and ethical international recruitment practices is desirable.
- Fluency in a language other than English is desirable.

Qualifications and Licences

- Current Working with Vulnerable People registration or ability to obtain.
- Current Australian Driver Licence.

Other Requirements

To be eligible for this position, you are required to hold Australian or New Zealand Citizenship, permanent residence or a valid visa that enables you to fulfil the requirements of this role.

As part of our commitment to a safe and inclusive workplace, employment history and criminal background checks may be conducted as part of the selection process.

Regular intrastate travel to our Tasmanian campuses

Regular interstate travel is required



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The intention of this Position Description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties may be altered in accordance with the changing requirements of the position