

# International Student Recruitment Operations Manager

---

<b>College/Division</b>	Future Students
<b>School/Section</b>	International Student Recruitment
<b>Location</b>	Hobart
<b>Classification</b>	HEO8
<b>Reporting line</b>	Reports to Greg Marshall

## Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and culture future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

We are seeking to appoint an International Student Recruitment Operations Manager in the International Student Recruitment team, part of the Future Students Division.

The incumbent, in general, is responsible for proactively contributing to the development of the institutional international marketing and recruitment strategy and for achieving international student recruitment performance targets through a broad range of activities including establishing and maintaining international agent and partner relations, potentially attending international events and forums to represent the University of Tasmania, and interacting with prospective students.

Specific to this role will be the management of recruitment operations across the International Contact Centre and oversight and management of the recruitment pipeline across all markets liaising with the relevant Regional Development Managers.

This is also a mentoring position within the division working and supporting Regional Development Managers including, but not limited to, planning, budget management, resource allocation management and strategic development.

The position is suited to a highly experienced and committed professional with strong experience in region and people management recruiting students within a higher education environment.

**We are an inclusive workplace committed to ‘working from the strength that diversity brings’ reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.**

## What You'll Do

- Guided by the University's strategic priorities and in close consultation with Faculties Institutes, and Regional Development Managers, oversee and manage all aspects of student recruitment process across all markets in the Recruitment Pipeline utilising CRM, student systems, the International Contact Centre
- Assist in the development of specific student recruitment strategies across all Markets for the University, contributing to the production of appropriate marketing tools in consultation with the Acting Executive Director- International, Marketing and Communications, and Faculties and Institutes, and



manage the effective distribution of marketing tools and other information to a network of agents and students.

- Contribute proactively to the University's market intelligence through development and dissemination of market knowledge and opportunities for the University to meet its recruitment performance targets. In turn, building these performance targets into specific agent strategies.
- Be available to provide highly professional representation of the University at exhibitions, seminars and other promotional activities, both in Australia and overseas and actively contribute to increasing the University's international profile and marketability.
- Research opportunities for the development of new links with appropriate institutions and organisations overseas and help manage emerging relationships.
- Provide oversight of visits to campus by agents, institution representatives and other officials from all regions.
- Support management of the internal recruitment tools and processes that assist in generating revenue from recruitment activities and partnerships.
- Work with International Marketing and Communications to provide market intelligence and advice to ensure University digital content remains relevant to the current markets and enables the University to effectively position itself in the market. Whenever possible, contributing to the creation of localised content reinforcing the "Tasmanian Story".

#### **What We're Looking For (success criteria)**

- A post graduate level qualification in a relevant field and/or relevant work experience in sales and marketing in higher education or similar institution with demonstrated success in international student recruitment, sales, advertising, marketing or recruitment.
- Ability to meet and exceed targets/KPIs in a high-pressure environment
- A demonstrated capacity to effectively manage financial and human resources and work autonomously and innovatively to achieve recruitment performance targets within a defined strategy framework.
- Excellent interpersonal, public relations and communications skills in a cross cultural context.
- Demonstrated experience building effective relationships with a wide range of people, including international students, education agents, university academic and administrative staff and staff of international agencies, institutions and government organisations.
- Exceptional territory management and planning skills, organizational skills and the capacity to think and solve problems independently and to prioritise and progress multiple tasks concurrently.
- An awareness and sensitivity to the special needs and aspirations of students from developing countries and those from differing cultural, economic and social backgrounds.
- Experience in developing appropriate marketing and recruitment strategies and tools (both hard copy and web based) excellent report writing and other public relations and presentation skills.
- A comprehensive knowledge of the Australian tertiary education sector as well as a good working knowledge of international education, including recent developments and trends.
- Experience of working with a Customer Relationship Management platform and/or sales/recruitment environment.

#### **Other position requirements (delete those not applicable)**

- Current Working with Vulnerable People registration (or to be obtained)
- Current 'C' class driver's licence or manual vehicle licence
- Regular intrastate/ interstate/ international travel
- Appropriate visa with the ability to work within Australia



- Current passport
- Willingness to undertake a medical assessment based on meeting the inherent position requirements

### University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focused.

Check out more here:

<https://www.utas.edu.au/jobs>

<https://www.utas.edu.au/careers/our-people-values-and-behaviours>

*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 above may be altered in accordance with the changing requirements of the position.*

