



POSITION DESCRIPTION

## **Manager, Future Student Contact Centre**

July 2022

UNIVERSITY of   
**TASMANIA**

## Position Summary

College / Division	Division of Future Students   Recruitment & International
School / Section	Future Student Journey
Location	Launceston
Classification	HEO 8
Reports to	Director, Future Student Journey
Direct reports	13

## The Opportunity

We are looking for a driven contact centre leader who is experienced in sales operations to deliver excellence in customer experience and improve customer advocacy. The successful candidate will demonstrate their capacity to combine customer experience design with technology, and people leadership to achieve results in a customer obsessed workplace culture. They will also have a track record of empowering team to master internal knowledge to ensure our customers receive high-quality advice and accurate information in a memorable experience with our team.

The Manager, Future Student Contact Centre is responsible for the operational leadership of the team dedicated to welcoming future students to consider study at the University. It is a pivotal leadership in the Future Student Journey directorate. This position is part of the broader Division of Future Students, which is primarily responsible for the initial stages of the student lifecycle and includes portfolios such as marketing, engagement, applications, recruitment, partnerships, and enrolment. Future Students is a key service provider ensuring the University delivers a sustainable pipeline of student numbers across the three major sectors. Future Students is a fast-paced environment that operates with high agility to deliver outcomes that facilitate our student's future success.

## About the University of Tasmania

In 1890, our university was founded with an important purpose: providing our island with the academic excellence to thrive. Today, we continue to make our home a better place. And working together, we do extraordinary things that have global outcomes.

From early on, our role has been to help people flourish and thrive. Isolation and a small population require us to work harder. The stories of our island are told by those needing to solve unique problems in unique ways. Here, success takes a quiet determination and adaptability. In turn, this makes us broader, more rounded, multi-skilled thinkers and creative problem solvers, and it sees our institution generative powerful ideas for and from Tasmania.

Because of our unique setting and challenges we go beyond creating places of learning. We strive to stimulate economic growth, lift literacy, improve health outcomes for Tasmania and nurture our environment as it nurtures us.

We welcome enquiring minds, from near and far, to join us in our pursuit of the extraordinary.

## **Accountabilities and outcomes**

### **Purpose**

The Manager, Future Student Contact Centre is responsible for the operational leadership of the team dedicated to welcoming future students to consider study at the University. It is a pivotal leadership role in the implementation of the University's student recruitment strategy to attract and admit high-quality students and optimise the enquiry to enrolment journey.

### **Key Result Areas**

- Actively contribute to the Future Student Journey leadership group and the university strategy to recruit high-quality students and meet the university student load ambition.
- Design and foster an outstanding customer-centered team that delivers excitement and anticipation for future students as they navigate the process from enquiry to enrolment with ease and clarity.
- Transform the operations of the Future Student Contact Centre to meet increasing customer expectations across both international and domestic markets to achieve improved student load and conversion targets.
- Lead a customer-centric Future Student Contact Centre that is enabled by leading technologies, customer processes, and personalised experiences to create a service signature from the first customer enquiry to enrolment.
- Lead the systematic capturing of customer insights across interaction channels and use these to inform the coaching and development of our people, and feedback to Colleges and divisions.
- Contribute to the ongoing analysis of competitor activity in contact centres including sales tactics, service innovation and design.

### **Behavioural Expectations**

We aim to 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**

- Rapport Building: Enjoys interacting with other people and effectively establishes rapport by putting others at ease. Effectively promotes achievement and recognition.

- Communicative: Enjoys articulating information and giving presentations. Shapes opinion through influencing skills while challenging established views and assumptions.
- Resilience: Able to stay calm under pressure and tolerate stress. Adept at calming others and resolving conflict in stressful situations.
- Structured: Works methodically to organise and plan tasks, upholds standards and works quickly, able to multi task to produce outcomes.

### **Core Capabilities**

- 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.
- Continuous Improvement: Continuously finds ways to improve and simplify processes, systems and practices to deliver improved outcomes for our students, staff and community by utilising practices such as Lean, Agile and Design Thinking.
- Innovation Management: Effectively facilitates idea generation within and across teams. Brings cohorts of people together to incubate ideas from concept to design to implementation. Fosters and enables safe spaces for creative thinking and contribution.

### **Role Specific Skills, Knowledge and Experience**

- Postgraduate qualifications and extensive relevant experience, or an equivalent alternate combination of relevant knowledge, training, and/or experience.
- Demonstrated experience in contact centre environments, sales, customer experience, business operations including strategic thinking and tactical execution to achieve targets.
- Ability to convey complex information, ideas, and concepts clearly and efficiently to a variety of audiences.
- Demonstrated experience managing and controlling staff resources and operational budgets to maximum value.
- Experience in coaching and managing people for growth and optimal performance within a high-pressure, flexible, and responsive work environment.

### **Desirable:**

- Recent experience of managing a team in a contact centre, specifically in recruiting high-quality students from international markets.

### **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.

### **COVID-19**

The University of Tasmania recognises that this is critical for the workforce at the University to protect the safety of our workforce and vulnerable Tasmanians. Applicants for this role must be prepared to provide evidence of Covid-19 vaccination as a condition of employment.



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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