

POSITION DESCRIPTION

External Relations
University Services

Student Recruitment Officer (KLD)

POSITION NUMBER	0037366
PROFESSIONAL CLASSIFICATION STANDARD/SALARY	PSC 6 - \$79,910 - \$86,499 per annum (pro rata for part-time)
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full Time (1 FTE)
BASIS OF EMPLOYMENT	Continuing
HOW TO APPLY	Go to http://about.unimelb.edu.au/careers , under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.
CONTACT FOR ENQUIRIES ONLY	John Paul Collins Tel +61 3 8344 5619 Email collins@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

UNIVERSITY SERVICES

University Services is the shared services function for the University of Melbourne. We are dedicated to operating with a clear, responsive, respectful, user-friendly approach and this will create a problem-solving culture that empowers people to deliver their best. This component of the Melbourne Operating Model is the largest administrative unit within the University and is committed to:

- Putting the university first, by acting in the best interest of students, academics and overall strategy
- Maintaining a culture of service excellence
- Working together as one team to achieve results through collaboration, respect and expertise.

University Services is comprised of over 1,600 staff and consists of nine portfolios delivering a range of transactional services and expert advice:

- Academic Services
- Business Intelligence and Reporting
- External Relations
- Finance and Employee Services
- Infrastructure Services
- Legal and Risk
- Procurement
- Project Services
- Research, Innovation and Commercialisation

EXTERNAL RELATIONS

External Relations builds the esteem in which the University is held by providing creative, engaging and effective sales and marketing solutions for faculties, graduate schools and Chancellery.

EQUAL OPPORTUNITY, DIVERSITY AND INCLUSION

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

ABOUT THE ROLE

Position Purpose:

The Student Recruitment Officer, as part of the Onshore Recruitment team, has specific responsibility for recruiting high achieving students in Australia into undergraduate study at the University. The incumbent is responsible for the Kwong Lee Dow Young Scholars Program (KLDYS) and coordinates a range of on campus events, marketing campaigns and recruitment activities targeting this cohort. The Recruitment Coordinator also contributes to the development and supports other colleagues in other student recruitment programs targeting high achieving secondary school students within the portfolio.

Reporting line: Recruitment Relationship Manager *

No. of direct reports: 0

No. of indirect reports: 0

Direct budget accountability: #

Key Dimensions and Responsibilities:

Task level: Moderate

Organisational knowledge: Moderate

Judgement: Significant

Operational context: *

OH&S and compliance: All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>.

Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

Core Accountabilities:

RECRUITMENT AND REPRESENTATION

- Responsible for optimising undergraduate student recruitment outcomes for designated regions and/or particular cohorts
- Coordinate and attend school visits, expos, programs and careers networks on behalf of the University in designated region/s of Victoria and interstate
- Supervise hosts involved with programs within the designated recruitment portfolio (hosts are students representing the University in recruitment activities such as student panels)
- Evaluate recruitment strategies undertaken for designated region/s, course/s, program/s against clearly defined objectives reporting against measurable targets and Key Performance Indicators for each.
- Develop recommendations for recruitment program enhancements based on outcomes and stakeholder feedback, provide feedback on emerging trends and changes at other institutions and identify potential market opportunities
- Ensure currency of knowledge of admissions requirements and processes relevant to undergraduate and graduate applicants to the University of Melbourne.
- Adoption and ongoing use of the University's CRM system for the management of the High Achievers portfolio which also includes CRM campaign development and monitoring
- Work with the Recruitment Marketing and Communications team on the production of print, online and digital content for prospective students and their influencers
- As a team, all members are expected to support activities across the Onshore Recruitment, including an ad hoc redistribution of activities outside designated regions / programs where uneven workloads are occurring

KWONG LEE DOW YOUNG SCHOLARS PROGRAM (KLDYS)

<https://futurestudents.unimelb.edu.au/info/school-students/kwongleedow>

The KLDYS is a strategic initiative of the University aimed at recruiting high achieving students into undergraduate study. In partnership with secondary schools across Victoria, this program is offered to promote tertiary study and the University of Melbourne to high achieving school leavers.

- Develop and implement an annual schedule of challenging and engaging events for Program members including on campus events, marketing and recruitment initiatives and information campaigns. Host events for KLDYS members and their parents during key University events such as Open Day and Course Information Day.
- Liaise with key staff in External Relations and across the University to source content and high profile speakers, alumni, industry contacts, academic staff and graduate research students to provide activities relevant to Year 11 and Year 12 discipline curriculum.
- Negotiate and communicate appropriate Program benefits within the University community, such as library usage and online resources
- Coordinate the development and execution of an annual dedicated communications strategy to engage participating students to be delivered and tracked where possible via the Nexus CRM system
- Foster ongoing engagement with targeted KLDYS cohorts online for rural, interstate, indigenous and international members through specialised information and recruitment strategies.
- Recruit, train and coordinate current students (where possible, KLDYS graduates) to act as mentors for Program members.
- Evaluate the ongoing success of KLDYS through systematic tracking of members, their activities, outcomes, results, feedback and study destination choices and refine the program as necessary.
- Develop a program promotion plan and undertake activities to promote the KLDYS Program and develop strong communication links with prospective members and their parents and schools, in conjunction with the Onshore Recruitment team.

OTHER

Support programs, projects and provide assistance to other activities in the high achiever's portfolio and other areas in External Relations as required.

Selection Criteria:

Education/Qualifications

1. The appointee will have: A relevant degree with experience or an equivalent combination of relevant work experience, education and/or training

Knowledge and skills:

2. Demonstrate the University Services Values of University First by acting in the best interest of your employer; displaying Service Excellence by striving to deliver beyond expectations and taking ownership of the delivery; and value working collaboratively as One Team, connecting with people and building relationships in your workplace.
3. Experience and demonstrated ability to develop, implement and review student recruitment strategies
4. Excellent written and oral communication skills including public speaking skills and data analysis
5. High level planning and organisational skills and ability to co-ordinate programs and events
6. High level problem-solving skills, and the ability to think flexibly and tailor programs in response to the changing needs of both internal and external clients
7. Experience managing financial resources to ensure that programs are delivered on time and within budget
8. An understanding of and interest in the secondary schools community and working with high achieving/gifted students.
9. Demonstrated experience in the field of communications public relations or marketing
10. Experience with student recruitment in the higher education sector

Other job related information:

Special Requirements

- The position involves considerable travel throughout Victoria and some interstate work
- Some evening and occasional weekend work is required particularly between April and October
- A current driver's licence is essential due to travel requirements
- Working in this role involved regular lifting of boxes weighing approx. 10kg.