



POSITION DESCRIPTION

External Relations
Faculty of Arts

Marketing and Recruitment Assistant

POSITION NO	0034404
CLASSIFICATION	PSC 4
SALARY	\$63,707 - \$67,613 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Jason O'Leary Tel +61 3 8344 3740 Email joleary@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

Position Summary

The Faculty of Arts External Relations Unit is responsible for a number of key Faculty strategic initiatives including alumni relations, industry partnerships, public programs, executive and community education as well as marketing, communications and student recruitment activities. As a collective the team are responsible for continuing to raise the profile of the Faculty of Arts and its graduate schools in both domestic and international markets to position it as the leading institution in these fields in the Asia Pacific region.

The unit works collaboratively with academic and professional staff across all five schools, both graduate schools a number of business units of the Faculty as well as with the External Relations portfolio in University Services.

The Marketing and Recruitment Assistant works within this team to support student recruitment and marketing activities for the Bachelor of Arts / Bachelor of Arts (Extended), graduate coursework and RHD. The incumbent will be responsible for enquiry management through the Nexus CRM system, attendance at domestic student recruitment events, assisting team members with conversion and recruitment activities to achieve targets and general administrative tasks.

The incumbent will have excellent communication and interpersonal skills, and the ability to balance priorities and competing demands in a busy and changing organisational environment.

1. Key Responsibilities

1.1 MARKETING & RECRUITMENT

- ▶ Responsible for enquiry management through the Nexus CRM system
- ▶ Responsible for supporting range of marketing and recruitment activities (including events and marketing campaigns) such as Open Day aimed at prospective students for the Faculty across all cohorts under the direction of the Marketing and Recruitment Coordinator
- ▶ Participate in centrally managed events to raise the profile of the Faculty of Arts and its programs
- ▶ Collect and analyse data to review performance and measure return on investment of activities

1.2 ORGANISATION & ADMINISTRATIVE SYSTEMS

- ▶ Utilise the customer relationship management system (Nexus CRM), ensuring timely and accurate responses to prospective students (via online, telephone, face-to-face channels)
- ▶ Utilise the Student One system to provide reports and data to the Marketing and Recruitment Coordinator and Development Manager for review
- ▶ Maintain functional excellence and ensuring continuous improvement and industry best practice of the portfolio in the Faculty.
- ▶ Work as part of the broader team of the External Relations team providing support during peak period and other major public relations activities and collaborative within and across functional areas in the Faculty to ensure broader divisional goals and objectives are being met.

1.3 OCCUPATIONAL HEALTH & SAFETY

- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5.

1.4 OTHER

- ▶ Undertake additional duties and project work as requested by the Marketing and Recruitment Coordinator.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Undergraduate qualifications in a relevant discipline and or equivalent mix of education and relevant experience
- ▶ A strong customer focus with excellent customer service skills
- ▶ High level organisational skills to ensure effective completion of tasks within deadlines and the ability to plan, prioritise, monitor and evaluate
- ▶ Excellent communication, presentation, and public speaking skills with the ability to communicate with a broad range of people from students to senior officers of the University
- ▶ An enthusiastic approach to working as part of and contributing to a team
- ▶ Demonstrated use of initiative and responsiveness in planning and developing new ideas and approaches to ensure organisational objectives are achieved.

2.2 DESIRABLE

- ▶ A knowledge of University of Melbourne policies and procedures relating to marketing and student recruitment
- ▶ Experience at utilising student administration/enrolment systems and CRM systems.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Marketing Assistant will report directly to the Marketing & Recruitment Coordinator within the External Relations team.

The incumbent is expected to possess excellent organisation skills and the ability to balance priorities and competing demands in a busy and changing organisational environment.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Marketing Assistant will work within the framework of University policy and use a high degree of initiative and judgement to implement the Faculty's Marketing & Recruitment procedures.

The incumbent is required to possess highly developed problem-solving skills at both a strategic and administrative level.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

A detailed knowledge of the University's administrative, marketing and student recruitment policies and procedures will be required to ensure that key responsibilities are executed.

The position requires that the incumbent work effectively with a range of professional and academic staff across the School, Faculty and University as well as with current and prospective students. Additionally the incumbent will be required to sustain a high-level of professionalism in relation to the presentation of information.

3.4 BREADTH OF THE POSITION

The appointee will work closely with a number of key external stakeholders including alumni, prospective students, international and domestic tertiary institutions, advertising agents, scholarship bodies and the University colleges. Additionally they will be required to liaise with a number of internal client groups including academic program coordinators, current students and professional staff within other business units. At the University level the incumbent will at times need to consult the External Relations team, Student Admissions and Marketing & Communications.

The incumbent is responsible for a broad range of tasks, and for effective liaison with a wide range of internal and external stakeholders as outlined above. The position encompasses both day-to-day operational administrative tasks and collaborative strategic development in consultation with Faculty External Relations staff. The incumbent is expected to build strong professional networks designed to support and maintain the Faculty's marketing & student recruitment activities.

4. *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.

5. Occupational Health and Safety (OHS)

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.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 ORGANISATION UNIT

The External Relations Unit in the Faculty of Arts is responsible for effectively supporting, integrating and coordinating the Faculty of Arts' Alumni Relations, Industry Partnerships, Public Programs, Executive and Community Education as well as Marketing, Communications and Student Recruitment activities. The unit is responsible for all external engagement activities, both national and international, ensuring that all activities support the Faculty's broader research, teaching, learning and internationalisation strategies. The unit works collaboratively with academic and professional staff across a number of business units of the Faculty, academic schools and graduate schools, as well as with the External Relations portfolio in University Services.

6.2 BUDGET DIVISION

arts.unimelb.edu.au

The Faculty of Arts is at the forefront of teaching and research in the languages, humanities and social sciences fields in Australia and in many cases internationally. Founded in 1853, it is one of Australia's oldest and largest faculties with approximately 400 staff and 7000 students - 6000 undergraduates and 1000 postgraduates – engaged in over 900 subjects in more than 40 areas of study. Over 600 international students from more than 50 different countries representing five continents are currently studying towards degrees offered in the Faculty.

As Australia's premier Arts faculty, it aims to provide an exciting, high-quality intellectual environment that will attract the best students and staff across a wide range of disciplines.

The Faculty of Arts maintains strong connections with leading international universities through research collaborations and student exchange programs, and nurtures relationships with government, not-for-profit and private organisations through student internship placements, research projects and community engagement.

As well as housing the Graduate School of Humanities and Social Sciences and the Melbourne School of Government, the Faculty of Arts also comprises five academic schools:

- ▶ Asia Institute
- ▶ School of Culture and Communication

- ▶ School of Historical and Philosophical Studies
- ▶ School of Languages and Linguistics
- ▶ School of Social and Political Sciences

Our students and staff are supported by business units within the Faculty including:

- ▶ The Office of the Dean and Faculty Executive Director
- ▶ The Academic Support Office
- ▶ The Strategy, Planning and Resources Unit
- ▶ The External Relations Unit
- ▶ The Research Office
- ▶ The Human Resources Office

For more information on the Faculty please see www.arts.unimelb.edu.au

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

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant

advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia’s ‘place’ in the Asia-Pacific region and the world, and on our ‘purpose’ or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the ‘convergence revolution’ of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>