

POSITION DESCRIPTION

Position Title	National Manager Direct Admissions Services		
Organisational Unit	Student Administration		
Functional Unit	Administrative Services		
Nominated Supervisor	Associate Director, Administrative Services		
Higher Education Worker (HEW) Level	HEW 9	Campus/Location	Brisbane
CDF Achievement Level	Management (Line)	Work Area Position Code	TBA
Employment Type	Full-time	Date reviewed	December 2017

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Our Mission: Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.

At ACU we pride ourselves on offering a welcoming environment for everyone. At the same time, we are a university committed to standing for something clear. We stand up for people in need and causes that matter. ACU's Mission is central to the University, and informs every area – integrating the dignity of the human person, the common good, and ethical and social justice considerations into our core activities of student learning and teaching, research and service.

We are a publicly-funded university which has grown rapidly over the past few years. We're young, but we are making our mark: ranking among the top universities worldwide. We have got seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.

We know that our people make us a university like no other. It's your values, action and passion that makes the difference. Whatever role you may play in our organisation: it's what you do that defines who we are.

We value staff, offering excellent leave and employment conditions, and foster work environments where they have the ability grow and develop. We continue to invest in our facilities and workplaces, and actively involve staff in shaping the future direction of the organisation.

In order to be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.

We hope that you might champion these values, and work with us to create a place of learning that is not only the envy of the world, but the making of it.

The structure to support the University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching
- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Vice President drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

ABOUT THE CORPORATE SERVICES PORTFOLIO

The Corporate Services Portfolio enables and fosters an engaging student and workplace experience through services aligned to the Identity and Mission, and the Strategic Plan of the University. The Portfolio is comprised of the directorates of Finance, General Counsel, Governance, Human Resources, Information Technology, Marketing & External Relations, Planning & Strategic Management, Properties & Facilities, Student Administration and the Office of the Chief Operating Officer

ABOUT THE STUDENT ADMINISTRATION DIRECTORATE

The Student Administration Directorate, led by the Director, Student Administration and Academic Registrar and headed by the Chief Operating Officer, consists of four core divisions:

1. Administrative Services – responsible for TAC Admissions Services & Direct Admissions Services; Course Information Management; Timetabling & Room Bookings; Examinations & Results.
2. User Experience – responsible for Shared Services related projects; Graduations & Protocols; Fees; and Enrolments & Scholarships.
3. Systems – responsible for Student Systems.
4. The Office of the Director, Student Administration and Academic Registrar- responsible for the Policy, Course Management advice; and Service Operations (incorporating the AskACU Contact Centre and AskACU Campus Centres).

The Student Administration Directorate supports the University's academic decision-making processes and the Director Student Administration and Academic Registrar, Associate Directors and National Managers contribute to academic policy formulation and provide administrative support for student and academic-related administrative matters.

POSITION PURPOSE

The National Manager, Direct Admissions Services (DAS):

- Identifies initiatives to build and sustain competitive advantage by optimising ACU's use of internal and external direct admissions services including conversion activities
- Proactively leads a client-focused service team, using stakeholder feedback and data analysis to continuously improve the customer experience of processes including internal transfers, credit transfer and cohort admission
- Provides the strategic vision for the DAS Admissions team and motivates them to achieve the objectives of the University
- Collaborates across the University to design and implement admissions programs which align with the Mission of ACU.

POSITION RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
<p>As business lead for DAS:</p> <ul style="list-style-type: none"> • Provide regular expert advice to Senior Management on direct admissions at all stages of the admissions cycle • Lead strategic formation and implementation in ACU direct admissions services ensuring alignment with ACU's strategic goals • Establish, develop and maintain documented operating procedures for all DAS functions • Maximise efficiency and effectiveness of DAS services, identifying opportunities to gain competitive advantage in the marketplace • Maintain communication strategies to ensure all stakeholders are informed of TAC timelines and requirements • Ensure timely, effective and innovative use of external services, such as TACs, to enhance application and assessment services • Lead resolution of business issues if they occur; evaluate and improve processes to prevent recurrence. • Provide statistical reports to Senior Management at all stages of the admissions cycle, including recommendations for business improvement opportunities 	<ul style="list-style-type: none"> • Apply Commercial Acumen • Communicate with Impact • Be Responsible & Accountable for Achieving Excellence • Deliver Stakeholder-Centric Service • Know ACU Work Processes and Systems • Adapt to and Lead Change • Collaborate effectively 	✓		✓	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓
<p>As team leader and customer service lead:</p> <ul style="list-style-type: none"> • Coordinate all direct admission and transfer functions including web notifications and application-to-offer processes to maintain high client service levels • Provide expert advice on DAS processes to external stakeholders, including applicants, Executive Education clients and pathway partners • Provide strong leadership to DAS Administrative Support Officers and Administrative Officers to ensure a motivated, professional approach within a team that embraces continuous improvement • Maintain high levels of training within the team, utilising system improvements and maintaining compliance with admissions regulations • Establish, develop and maintain documented operating procedures for Direct Admissions Services team members • Coordinate training and information sessions for stakeholders regarding DAS policy and procedures • Support best practice procedures, supported by clear and accurate documentation, to enable high level customer service and reward initiative 	<ul style="list-style-type: none"> • Apply Commercial Acumen • Communicate with Impact • Adapt to and Lead Change • Be Responsible & Accountable for Achieving Excellence • Deliver Stakeholder-Centric Service • Coach and Develop 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ 			<ul style="list-style-type: none"> ✓ ✓

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
<p>As lead data analyst:</p> <ul style="list-style-type: none"> Gather and analyse data to provide statistical reports and expert advice to senior management on direct admissions, transfer and credit policy and practices at all points of the admissions cycle Use stakeholder feedback and analytics to propose and support DAS initiatives that further the University's strategic goals Develop data-based reporting and regularly conduct gap analysis between existing systems and stakeholder needs Conduct research to find new insights in market needs and patterns, reframing these insights to lead change Conduct stakeholder feedback and networking activities to evaluate success and anticipate opportunities in niche markets Conduct ongoing reviews of the direct application and assessment methods. Develop and implement innovative systems, services and processes to support the strategic focus of the University 	<ul style="list-style-type: none"> Deliver Stakeholder-Centric Service Know ACU Work Processes and Systems Be Responsible & Accountable for Achieving Excellence Know ACU Work Processes and Systems Adapt to and Lead Change 	<p>✓</p> <p>✓</p>			<p>✓</p> <p>✓</p> <p>✓</p>
<p>As key representative of DAS:</p> <ul style="list-style-type: none"> Manage enquiries and provide expert advice on DAS processes to external stakeholders in the process, including applicants Maintain communication strategies to ensure ACU's Mission and reputation are upheld through the direct admission and transfer processes Interpret complex and conflicting information to advise Senior Management on process, system and policy improvements Work closely with representatives across Faculties and Directorates to align DAS processes with their market needs Liaise with Executive Education to support market initiatives with administrative solutions in line with ACU regulations Work closely with Marketing & External Relations to design on-brand, proactive communication strategies for all audiences, that achieve buy-in from stakeholders Work closely with Marketing and External Relations (MER) to develop and support strategic initiatives that strengthen market share and improve applicant experience, including conversion activities and Postgraduate promotion 	<ul style="list-style-type: none"> Be Responsible & Accountable for Achieving Excellence Adapt to and Lead Change Make Informed Decisions Apply Commercial Acumen Know ACU Work Processes and Systems Communicate with Impact Collaborate effectively 				<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

- Keep abreast of changing tertiary education environment to ensure University admissions policies and procedures are responsive to new requirements and initiatives, sector trends and changing/new legislation/industry requirements.
- Maintain strong knowledge of the complexity and differences between the secondary education systems in Australia, rules around Recognition for Prior Learning, and relevant industry standards for postgraduate registration. Ensure the University is being equitable, accountable and transparent in its selection processes.
- Consult and collaborate with School and Faculty staff to establish a culture of continuous improvement in administration of direct and cohort admissions, transfers and higher level admissions processes across the University.
- Liaising with the Provost, Academic Registrar and Faculties to implement offer rounds which meet the goals of the University Enrolment Plan.

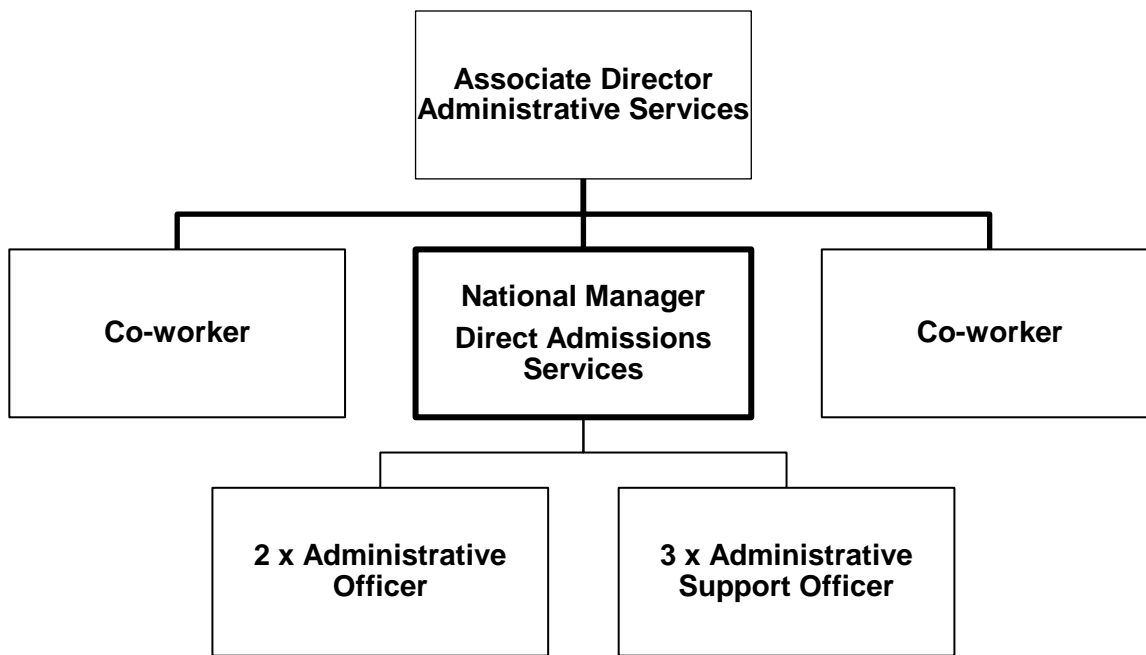
Decision Making / Authority to Act

- The position holder has substantial autonomy in the day-to-day management of support and administrative services and must make all decisions on administrative aspects of the section.
- The position holder has delegated authority to operationalise and implement strategic admissions decisions on behalf of the University.
- The position holder provides expert advice and recommendations on policy improvements to achieve strategic outcomes in the domestic student area.

Communication / Working Relationships

- The National Manager communicates internally with staff from Faculties, Schools and other Divisions of the University to provide advice, resolve problems, influence outcomes, and lead cultural change to ensure consistent service provision across the University; and externally with relevant external organisations, to coordinate and influence joint initiatives
- The National Manager communicates with other managers and coordinators of Student Administration functional areas to share information, make recommendations, ensure compliance, resolve cross-sectional issues and contribute to procedural, policy and systems development.
- The National Manager provides information to all section staff to provide strong leadership, management, cohesiveness and an understanding of strategic and operational priorities
- The position holder has responsibility for coordinating the Direct Admissions rounds, making recommendations to the Provost and Academic Registrar with regards to translating the enrolment plan to an Admissions strategy.
- The National Manager communicates proactively with professionals from other universities and relevant external organisations to seek information, resolve issues, negotiate outcomes and gather information regarding best practice to continually develop and improve service delivery and standards.

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	Postgraduate qualifications and extensive experience in leading an administrative team within a highly regulated industry or extensive knowledge of tertiary admissions policies and procedures; or an equivalent combination of relevant experience and education/training.
2.	Demonstrated ability to deliver business excellence using evidence-based analysis to achieve high quality client service, delivering written reports and statistical analysis to support a culture of continuous improvement.
3.	Demonstrated skills in problem solving including analytical and planning skills, the ability to manage short and longer-term projects simultaneously and achieve desired outcomes.

Core Competencies (as per the [Capability Development Framework](#))

4.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
5.	Demonstrated understanding of the business environment, preferably the higher education sector, and ability to apply commercial acumen to seize opportunities that improve organisational viability.
6.	Demonstrated ability to display openness and resilience to inspire others to embrace change and make change happen in line with organisational interests and objectives.
7.	Demonstrated ability to communicate with Impact and purpose to gain the support of others for actions that benefit ACU and negotiate for mutually beneficial outcomes that are aligned with the Mission, Vision and Values of the University.
8.	An ability to take personal accountability for achieving high quality outcomes, keeping stakeholder interests at the core of business decisions in order to achieve organisational objectives and service excellence. See the ACU Service Principles .
9.	Demonstrated ability to plan work activity, work under pressure and prioritise time and resources using established processes and technology to achieve optimum efficiency and effectiveness.

Other attributes

10.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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