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| ANU_LOGO_mono black_FA.jpg | Position Description |

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| **College/Division:** | Division of Student Recruitment and Admission |
| **Faculty/School/Centre:** | Student Recruitment and Admissions |
| **Department/Unit:** |  |
| **Position Title:** | Student Recruitment Officer |
| **Classification:** | ANU Grade 6/7 |
| **Position No:** | 20480 |
| **Responsible to:** | Manager, Domestic Student Recruitment |
| **Number of positions that report to this role:** | NA |
| **Delegation(s) Assigned:** | D6 |

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| **PURPOSE STATEMENT:**  The Domestic Student Recruitment Officer contributes to the formulation and implementation of strategies, relationships and plans with the aim of attracting applications and enrolments from across Australia for all ANU programs. They will develop and implement the strategy in one state and its major metropolitan market and be accountable for the success of that strategy. They will also have major project lead responsibilities and contribute to overall communication strategy to support the recruitment of students.  **Position Dimension & Relationships:**  The Domestic Student Recruitment Officer is part of the Domestic Student Recruitment team in the Division of Student Recruitment and Admissions. This officer is responsible for developing and implementing marketing/communication strategies to recruit students into programs at all levels within ANU. Domestic Student Recruitment staff work closely with staff in other areas of the Division and internal University stakeholders to develop strategic recruitment plans and strategies that are aligned with the Universities goals and priorities.  **Role Statement:**  Under the supervision of the Manager, Domestic Student Recruitment, the Officer will:  1. Develop and implement regionally focussed recruitment and communication strategies and plans that are aligned with the wider University recruitment objectives.  2. Achieve defined student recruitment targets and conversion rates for market. This will include meeting other metrics as defined within the regional plan for each market. Develop productive working relationships with career advisors and other relevant external stakeholders in specific markets.  3. Generate market intelligence and utilise existing market data to identify and co-ordinate activities for effective domestic student recruitment through domestic campaigns and, as appropriate, personally participate in education/career fairs and exhibitions, student events and seminars. This will include the ongoing assessment of the success of events and in-region activity carried out.  4. Manage recruitment related projects as project lead from establishing a plan and timetable through to delivery and review.  5. Maintain the central database of relevant regional key contacts in databases and other systems as required.  6. Coordinate the production of electronic and print publications and other marketing/advertising opportunities both internally and externally, in cooperation with the ANU Marketing Office.  7. Co-ordinate and attend student recruitment events (including on-campus visits, local and regional high school student activities) to maximise conversion in assigned region(s).  8. Provide support to other recruitment staff as required during their absences for regional travel.  9. Cultivate and maintain collaborative working relationships with external stakeholders and internal stakeholders (including academic Colleges and administrative areas).  10. Undertake frequent and extensive travel on behalf of the University including outside of core business hours and weekends.  11. Undertake other duties commensurate with the classification of the position.  12. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity |

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| **SELECTION CRITERIA:**  1. A degree and relevant experience OR an equivalent combination of experience and education/training including a demonstrated understanding of the higher education sector in particular the student recruitment market, including an understanding of admission requirements and government regulations as they apply to Australian students.  2. Demonstrated ability to develop innovative marketing materials, plan and conduct recruitment activities, analyse statistics and prepare correspondence and reports.  3. Demonstrated ability to achieve set targets and goals.  4. Experience in liaising with external stakeholders such as careers advisors, and a background in dealing with a wide range of people with diverse backgrounds, as required for building constructive relationships with internal and external stakeholders. A strong understanding of cross-cultural issues and their relevance in a tertiary education context.  5. Demonstrated ability to work well within a team environment as well as independently organise work priorities, multiple projects and meet tight deadlines.  6. High proficiency in the use of computer-based, office information systems to manipulate and analyse data to inform decision making  7. A demonstrated high level of understanding of equal opportunity principles and a commitment to the application of EO policies in a university context and a strong understanding of cross-cultural issues.  8. Demonstrated ability and willingness to: undertake frequent and extensive travel domestically and work outside of core business hours including weekends plus hold a current, valid Australian driver’s license.  9. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context. | | | |
| **Supervisor/Delegate Signature:** |  | **Date:** |  |
| Printed Name: |  | **Uni ID:** |  |

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| **References:** |
| [General Staff Classification Descriptors](http://info.anu.edu.au/hr/Salaries_and_Conditions/Enterprise_Agreement/2010-2012/Schedule_5) |
| [Academic Minimum Standards](http://info.anu.edu.au/hr/Salaries_and_Conditions/Enterprise_Agreement/2010-2012/Schedule_4) |

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|  | Pre-Employment Work Environment Report |

# Position Details

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| **College/Div/Centre** | Division Student Recruitment & Admissions | **Dept/School/Section** | Student Recruitment & Admissions |
| **Position Title** | Student Recruitment Officer | **Classification** |  |
| **Position No.** | 20480 | **Reference No.** |  |

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

1. This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
2. This form is used to advise potential applicants of work environment issues prior to application.
3. Once an applicant has been selected for the position consideration should be given to their inclusion on the University’s Health Surveillance Program where appropriate – see . http://info.anu.edu.au/hr/OHS/\_\_Health\_Surveillance\_Program/index.asp Enrolment on relevant OHS training courses should also be arranged – see http://info.anu.edu.au/hr/Training\_and\_Development/OHS\_Training/index.asp
4. ‘Regular’ hazards identified below must be listed as ‘Essential’ in the Selection Criteria - see ‘ Employment Medical Procedures’ at http://info.anu.edu.au/Policies/\_DHR/Procedures/Employment\_Medical\_Procedures.asp

# Potential Hazards

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| 1. Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a **regular** or **occasional** part of the duties. | | | | | | | | |
| **TASK** | **regular** |  | **occasional** |  | **TASK** | **regular** |  | **occasional** |
| key boarding | 🗸 |  |  |  | laboratory work |  |  |  |
| lifting, manual handling | 🗸 |  |  |  | work at heights |  |  |  |
| repetitive manual tasks |  |  |  |  | work in confined spaces |  |  |  |
| catering / food preparation |  |  |  |  | noise / vibration |  |  |  |
| fieldwork & travel | 🗸 |  |  |  | electricity |  |  |  |
| driving a vehicle | 🗸 |  |  |  |  |  |  |  |
| **NON-IONIZING RADIATION** |  |  |  |  | **IONIZING RADIATION** |  |  |  |
| solar |  |  |  |  | gamma, x-rays |  |  |  |
| ultraviolet |  |  |  |  | beta particles |  |  |  |
| infra red |  |  |  |  | nuclear particles |  |  |  |
| laser |  |  |  |  |  |  |  |  |
| radio frequency |  |  |  |  |  |  |  |  |
| **CHEMICALS** |  |  |  |  | **BIOLOGICAL MATERIALS** |  |  |  |
| hazardous substances |  |  |  |  | microbiological materials |  |  |  |
| allergens |  |  |  |  | potential biological allergens |  |  |  |
| cytotoxics |  |  |  |  | laboratory animals or insects |  |  |  |
| mutagens/teratogens/  carcinogens |  |  |  |  | clinical specimens, including blood |  |  |  |
| pesticides / herbicides |  |  |  |  | genetically-manipulated specimens |  |  |  |
|  |  |  |  |  | immunisations |  |  |  |
| **OTHER POTENTIAL HAZARDS (please specify):** | | | | | | | | |

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| **Supervisor’s Signature:** |  | **Print Name:** |  | **Date:** |  |