

**Position Title:** Manager, Agent Support

**Position Classification:** Level 9

**Position Number:** 315055

**Faculty/Office:** Community & Engagement

**School/Division:** Brand, Marketing and Recruitment

**Centre/Section:** Future Students

**Supervisor Title:** Director, Future Students

**Supervisor Position Number:** 314308

**Your work area**

The Brand, Marketing and Recruitment (BMR) division provides organisational wide brand strategy and ongoing brand management, strategic marketing and planning, marketing communications activities; digital communication, research and segmentation. BMR provides sales and marketing planning and campaign assistance to help attract and recruit students. Marketing and recruitment activities planned and implemented by the BMR team are designed to help achieve the University strategic goals of brand and reputation building and attracting domestic and international students to study at UWA.

The Future Students team within BMR Division provides strategic student recruitment direction and management for the university. The Future Students unit will include a consolidated student contact centre that brings together the recruitment operations for international and domestic markets to achieve greater capability and focus on student recruitment. Our future student needs across all markets will be catered for by providing professional consulting advice for domestic and international undergraduate, domestic and international postgraduate and international product enquiries.

**Reporting Structure**

Reports to: Director, Future Students

Direct Reports: Agent Relationships Manager, Performance and Standards Manager

**Your role**

The Manager, Agent Support has a key strategic and operational role in UWA’s management and development of its relationship with key recruiting agencies, both nationally and internationally. The Manager, Agent Support is responsible for managing all aspects of the University’s strategic relationships with its agents to maximize the recruitment of international students for all academic and language courses, leading a team of professionals who will manage relationships with key partners of the University working firstly to appoint agents, provide training and support.

The Manager, Agent Support has operational responsibility for ensuring that agents comply with the overarching legislative framework as well as for the establishment and maintenance of a communication strategy for key stakeholders within and outside the University.

**Key responsibilities**

Play a key leadership role within the Future Students management team in setting and planning strategic direction to further and support the international recruitment interests of the whole University.

Lead policy development, as well as lead, monitor and manage implementation of a comprehensive strategic plan for the management of the University’s key international accounts and agents.

Oversee the development of systems and procedures to ensure all aspects of UWA’s relationships with its agents meet the high standards expected of a G08 University.

Establish and communicate standards and monitor actual practices to ensure legal compliance and governance in relation to the activities that agents undertake on behalf of UWA

Establish, implement and review criteria to guide monitoring and reporting of agent performance, including return on investment to UWA stakeholders

Lead and carry operational responsibility for the development of relationships with key international agents across the University’s range of existing and future source countries

Represent UWA at international educational events to maintain and develop strategic relationships with UWA’s network of agents.

Other duties as directed

**Your specific work capabilities (selection criteria)**

Relevant tertiary qualification or demonstrated equivalent competency in marketing at a leadership level, preferably in the field of international education

Demonstrated ability to plan marketing for the long term, to set strategic direction and to translate strategy into operational goals

Substantial management experience including demonstrated ability to independently manage a team of staff, show initiative and ensure training and development on an ongoing basis

Substantial ability to influence the setting of priorities, allocation of resources and ability to contribute to long term planning and key strategic direction

Excellent written and verbal communication skills, including with speakers from non-English speaking backgrounds and high level consultation and negotiation skills as well as building effective working relationships with key stakeholders

Proven understanding of and ability to collect, analyse and present data and research information

Extensive knowledge of market and industry trends and proven ability to maintain oversight across all marketing and marketing related business activities

**Special Requirements (selection criteria)**

Interstate and significant international travel required

Occasional weekend work

**Workplace Health and Safety**

All supervising staff are required to undertake effective measures to ensure compliance with the Occupational Safety and Health Act 1984 and related University requirements (including Safety, Health and Wellbeing Objectives and Targets).

All staff must comply with requirements of the Occupational Safety and Health Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with University and Legislative health and safety requirements. Details of the safety obligations can be accessed at <http://www.safety.uwa.edu.au>

**Equity and Diversity**

All staff members are required to comply with the University’s Code of Ethics and Code of Conduct and Equity and Diversity principles Details of the University policies on these can be accessed at <http://www.hr.uwa.edu.au/publications/code_of_ethics>, <http://www.equity.uwa.edu.au>