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| **Position Description** |

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| **Marketing, Sales and Student Recruitment Officer** | |
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| **Position No:** | 50145002 |
| **Business Unit:** | Sales and Customer Experience |
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| **Division:** | Recruitment & International Operations |
| **Department:**  **Classification Level:** | Sales and Student Recruitment, Marketing and Recruitment  HE06 |
| **Employment Type:** | Full-Time, Fixed Term |
| **Campus Location:** | Campus Independent – Bundoora, Bendigo, Albury Wodonga, Mildura, |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

**Position Context/Purpose**

The Marketing, Sales and Student Recruitment Officer (Postgraduate) is responsible for implementing an acquisition and conversion strategy on behalf of the University in order to achieve its strategic goal of recruiting high quality domestic and international postgraduate applicants. This includes being first point of contact for management of course enquiries and providing high quality administrative and customer service support to deliver on postgraduate student recruitment objectives.

The role is required to deliver personalized one on one consultations and webinars to prospective postgraduate students and represent the University at student recruitment events and expos. The position supports a key strategic portfolio area.

The role plays a key role in the development of customer growth and stakeholder engagement strategies internally and externally across the University. This includes working closely with academic stakeholders from postgraduate courses to grow load and revenue targets.

**Duties at this level will include:**

* Ensures professional and quality service standards are maintained and applied within own area of activity.
* May be considered as the “specialist” in a specific area gained through a detailed understanding of the theory, practice and/or principles underpinning their particular field of work.
* Identifies additional service requirements or service shortfalls and coordinates and/or designs the delivery of innovative solutions to maximise service quality, efficiency and continuity.
* Performs tasks/assignments which require proficiency in the work area's existing rules, regulations, processes and techniques and how they interact with other related functions, and adapts those procedures and techniques as required to achieve objectives without impacting on other areas.
* Applies appropriate expertise and uses judgement to make decisions where solutions are not obvious, to deliver professional services to meet customer requirements.
* Ensures professional and quality service standards are maintained and applied to all postgraduate course enquiries to the University.
* Provide specialist postgraduate information to prospective students.
* Prepare and deliver allocated postgraduate student recruitment activities, including presentations, webinars and events.
* Project manages activities to facilitate postgraduate student recruitment initiatives.
* Provide general administrative support to the Postgraduate Student Recruitment Team.
* Work effectively across the business unit to support positive recruitment outcomes for domestic and international applicants.
* Actively contribute to a team environment that fosters and develops effective working relationships, collaborative work practices, consideration for colleagues and valuing the contribution of others.
* Other duties as requested by the Manager, Postgraduate Sales and Student Recruitment, that is commensurate with the classification of this position and with the knowledge skills and training of the incumbent.

**Essential Criteria**

**Skills and knowledge required for the position**

* Degree with subsequent relevant experience to consolidate the theories and principles learned, or extensive experience, leading to either the development of specialist expertise or to the development of broad knowledge in an administrative field, or an equivalent alternate combination of relevant knowledge, training and/or experience.

**Essential skills and knowledge**

* Experience and application.
* Demonstrated ability to gain a conceptual understanding of relevant policies, procedures or systems and interpretation in the application of policy and/or precedent.
* Ability to innovate and take responsibility for outcomes.
* Demonstrated ability to set priorities and monitor workflows within own area of responsibility.

**Specific skills and knowledge required for this position:**

* Strong organisational skills and the ability to prioritise multiple tasks and meet deadlines.
* Well-developed verbal and written communications skills as well as strong stakeholder engagement and management skills
* Strong interpersonal skills, including the ability to liaise with senior academic staff, potential postgraduate students, and external stakeholders
* Evidence of an ability to self-manage and work as part of and contribute to a team.
* Demonstrated extensive knowledge of office practice and procedures, including advanced knowledge in the use of word-processing and other relevant office software to maximise efficiency.
* Work effectively across the business unit to support positive recruitment outcomes for domestic and international applicants.
* Demonstrated experience in organising student related activities. Experience in assisting event management, including planning, promotion, and implementation.
* Willingness to undertake frequent manual tasks including loading and unloading boxes of publications, banners, and other promotional materials.

**Capabilities required to be successful in the position**

* Ability to work collaboratively, recognise the value of diversity and model accountability, connectedness, innovation and care.
* Ability to think creatively, explore new ideas and respectfully challenge existing practices in order to improve current ways of working.
* Ability to implement improvements to local processes.
* Ability to demonstrate self-awareness, see things from another person’s perspective and actively seek out and act on feedback to improve knowledge, skills and behaviour.

**Essential Compliance Requirements**

To hold this La Trobe University position the occupant must:

* hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
* take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.
* Hold a current Victorian driver’s license.

**Other Information**

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

**Position Flexibility**

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

**Why La Trobe:**

* Develop your career at an innovative, global university where you’ll collaborate with community and industry to create impact.
* Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
* Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you’ll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you’ll always have the opportunity to succeed and make a difference.

**La Trobe’s Cultural Qualities:**

Text, letter

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For Human Resource Use Only

Initials: Date: