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| **Position Description** |

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| **Marketing Sales and Student Recruitment Advisor, (Postgraduate)**  |
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| **Position No:** | New |
| **Organisation Unit:** | Sales and Customer Experience, Marketing and Recruitment |
| **Campus/Location:** | Melbourne, Bundoora |
| **Classification:** | Higher Education Officer Level (HEO7) |
| **Employment Type:** | Full-Time, Continuing ongoing  |
| **Position Supervisor:****Number:** | Manager, Postgraduate Student Recruitment 50099879 |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits>  |

Further information about:

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

Jobs at La Trobe - <http://www.latrobe.edu.au/jobs>

**For enquiries only contact:**

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| **Position Description** |

**Marketing Sales and Student Recruitment Advisor, (Postgraduate)**

**Position Context / Purpose**

The Marketing Sales and Student Recruitment Advisor, (Postgraduate, Regional), is responsible for managing resources on behalf of the University in order to achieve its strategic goal of recruiting high quality postgraduate coursework students from across Australia. This will encompass leading the prospect account relationship function and deploying a range of high quality recruitment, sales and profiling initiatives to achieve student load targets.

The division of Marketing and Recruitment plays a key role in profiling and positioning of La Trobe University as a first choice among its diverse community, target and stakeholder groups, including potential students and staff.

Sales and Customer Experience provides integrated services with a focus on relationship management across all domestic course enquiries, sales, facilitation of direct admissions and alternative entry schemes and the delivery of undergraduate and postgraduate sales and student recruitment across Australia.

**Duties may include:**

* Manage and coordinate a range of centralised postgraduate marketing and sales initiatives deigned to build La Trobe’s profile in offering postgraduate degrees and increase brand awareness.
* Provide a high quality service when managing personalised one-on-one consultations with prospective students and selling products.
* Anticipate postgraduate customer needs and requests, identifying opportunities, utilising effective sales tools and facilitating change management.
* Coordinate and promote La Trobe’s postgraduate information sessions and sales events
* Deliver exceptional customer experiences by providing accurate advice, tailored information, and high-quality course recommendations to future students to increase applications and drive student enrolment.
* Contribute to the achievement of agreed sales and enrolment targets.
* Develop new and strengthen existing relationships with colleges, employers and industry associations to leverage opportunities for La Trobe to promote its postgraduate offerings.
* Use established processes and procedures relating to postgraduate activity and maintain records in an up-to-date manner to ensure optimum efficiency, accuracy and usability, including revision when issues with processes and procedures are identified.
* 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 Student Recruitment that is commensurate with the classification of this position and with the knowledge skills and training of the incumbent.

**Key Selection Criteria**

* An undergraduate degree, preferably in business or marketing, with at least 4 years subsequent experience; or extensive experience and management expertise; or an equivalent alternate combination of relevant knowledge, training and/or experience.
* Evidence of an ability to self-manage and work as part of, and contribute to a high performing sales team.
* Ability to develop innovative methodologies or take a leading role in the application of proven techniques involving considerable theoretical and technical sophistication.
* Demonstrated ability to effectively manage multiple stakeholders to achieve stated outcomes.
* Excellent verbal communication skills, including the ability to actively sell, and further develop sales techniques to meet targets
* Excellent interpersonal skills, including the ability to liaise with senior academic staff, employer groups and industry associations, members of the public and future students.
* Experience in event management, including planning, promotion and implementation.
* A current Victorian driver’s license and willingness to travel and work outside normal office hours, including evening work and overnight travel.
* Willingness to undertake frequent manual tasks including loading and unloading boxes of publications, banners and other promotional materials.

**Desirable:**

* Previous experience in a sales role
* Knowledge of current tertiary entrance requirements and procedures.

**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.

**La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

* *We are* ***Connected****:* We connect to the world outside — the students and communities we serve, both locally and globally.
* *We are* ***Innovative****:* We tackle the big issues of our time to transform the lives of our students and society.
* *We are* ***Accountable:*** We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
* *We* ***Care:*** We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

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Initials: ILF Date: 7 Dec 2018