

Position Description

Student Recruitment Advisor (Undergraduate)

Position No:	50013658
Business Unit:	Domestic Student Recruitment
Division:	Recruitment & International Operations
Department:	Future Growth
Classification Level:	Higher Education Officer, Level 7
Employment Type:	Fixed Term
Campus Location:	Bundoora
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 Student Recruitment Advisor (Undergraduate) is responsible for developing and coordinating key sales initiatives on behalf of the University to achieve its strategic goal of recruiting high-quality undergraduate domestic students. This will encompass relationship building with targeted secondary schools and implementing student recruitment activities to achieve load targets – in collaboration with key stakeholders across the University, including Academic Schools, Marketing and Admissions teams.

The Domestic Student Recruitment (DSR) team is responsible for implementing an acquisition and sales strategy on behalf of the University to drive enrolments from domestic students. The team is responsible for facilitating domestic course enquiries and engagement activities, with staff spanning each of La Trobe's Victorian campuses.

Recruitment and International Operations (RIO) plays a vital role in developing customer growth and stakeholder engagement strategies across all available markets and channels, including domestic, regional, international, and online.

Duties at this level will include:

- Develop and strengthen existing and new relationships with career practitioners and teachers from key feeder and target secondary schools.
- Deliver exceptional customer experiences by providing accurate advice, tailored information and high-quality course recommendations to future students as a driver to increase applications and enrolments for the University.
- Coordinate projects and associated plans as assigned by the Manager, Undergraduate Student Recruitment.
- Contribute to the achievement of agreed sales enrolment targets.
- Represent the University at selected career events and exhibitions targeting domestic students.
- Provide ongoing analysis of competitor activity, including recruitment strategies, ATAR activity, development of new courses and enrolment patterns.
- 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, Undergraduate Student Recruitment that are 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

- An undergraduate degree, preferably in business, marketing or communications, with at least 3 years of subsequent experience; or an equivalent alternate combination of relevant knowledge, training and/or experience.

Essential skills and knowledge

- High-level verbal communication skills, including effective public speaking, with the ability to develop and frequently deliver presentations to various audiences.
- Excellent written communication skills, including the ability to relate, persuade, lead, negotiate and express yourself when writing.
- Demonstrated experience coordinating student recruitment or customer strategies within a complex sales environment.
- High-level interpersonal skills, including the ability to liaise with senior academic and professional staff, secondary school representatives, members of the public and secondary students.
- Evidence of an ability to self-manage concurrent projects, from initiation to planning, through to execution and reporting.
- Contribute to a motivated and energetic team, with the ability to actively assess opportunities that benefit the team's engagement activities and culture.
- Ability to work effectively within a CRM to produce high-quality professional reports and insights.
- Sound knowledge of higher education application requirements and the tertiary education sector.
- Ability to effectively manage projects and events in an agile approach, collaborating with staff across various roles, departments and systems.

Capabilities required to be successful in the position:

- 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.
- 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 to improve current ways of working.
- Ability to implement improvements to local processes.

Essential 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; AND
- hold a current Victorian driver's license; AND
- be willing to undertake frequent manual tasks including loading and unloading boxes of publications, banners and other promotional materials.

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

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.

Our success can be attributed to its strong sense of community. We have a long-standing commitment to diversity, inclusion and social justice; we are committed to providing a workplace where all staff feel valued, respected and supported to achieve their full potential. We strive to build a workplace where all employees of diverse backgrounds, abilities, experiences, sexuality, gender, religion and age are welcome, valued, respected and one that is representative of our community. We demonstrate our cultural qualities by holding ourselves accountable and creating a culture of trust and innovation while genuinely caring for one another.

La Trobe's Cultural Qualities:

WE ARE CONNECTED



We are **connected** to each other and the communities around us. We engage with those communities to learn from our past, inform our present and impact our future.

WE ARE INNOVATIVE



We are **innovative** in tackling the most important issues of our time. We are inquisitive and seek to develop new ideas that positively impact the way we work and the world around us.

WE ARE ACCOUNTABLE



We are **accountable** for what we do and share a commitment to excellence. We are courageous and respectful in the way we hold ourselves and each other to account.

WE CARE



We **care** about what we do and value the power of education and research. We care about each other and strive to create a safe and inclusive community.

For Human Resource Use Only

Initials:

Date: