

<b>Position Title</b>	Future Students Officer
<b>Classification</b>	Level 5
<b>School/Division</b>	Brand, Marketing and Recruitment
<b>Centre/Section</b>	Future Students
<b>Supervisor Title</b>	Team Leader, Operations
<b>Supervisor Position Number</b>	FSR 315286, 316616
<b>Position Number</b>	FSR 314504, 314509, 314510, 314511, 315273, 315274, 316619, 316620, 316621, 315020

## **Your work area**

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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**

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Reports to: Team Leader, Operations

## **Your role**

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The Future Students Officer under the supervision of the Team Leader, Operations, represent the University, will provide front line course advisory service to prospective students as part of the Future Students Service Centre. Appointees will also fulfil a variety of administrative tasks and roles within the Future Students Service Centre.

## **Your key responsibilities**

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Provide quality advice in response to complex and diverse enquiries from students and key influencers about the University, its courses, pathways and entry requirements by phone, email, face-to-face and online, with a view to increasing applications

Maintain up-to-date knowledge of courses and programs across all disciplines offered by UWA

Contribute to the development of a variety of student recruitment strategies

Maintain information in a CRM database to record and generate leads

Actively convert the student into successful acceptance through a systematic sales pipeline approach that is aimed at maximising the conversion of students to enrolments.

Assist the Team Leader, Operations in the administration and management of a number of University projects and policies

Other duties as directed

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

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Relevant tertiary qualification or demonstrated equivalent competency

Highly developed written and verbal communication skills, strong interpersonal skills, the ability to work with a range of people from different cultural and educational backgrounds, and of different age groups

Ability to work independently, show initiative and work productively as part of a team

Proficiency in a range of computing skills including word processing, spreadsheets, databases, internet and email

Highly developed organisational skills and demonstrated ability to set priorities and meet deadlines

Broad knowledge of education systems; university admission requirements, policies and procedures

High level customer service, including understanding the needs of customers and exceeding their expectations

### **Special requirements (selection criteria)**

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Requirement to work during the Christmas/New Year UWA Shutdown period

Flexibility to work outside normal office hours and to travel

Occasional weekend work and afterhours work

Ability to undertake physical tasks such as manual handling, packing and unpacking materials

Working with Children Check

Current Driver's License

### **Compliance**

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Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

The University's Code of Conduct [hr.uwa.edu.au/policies/policies/conduct/code/conduct](http://hr.uwa.edu.au/policies/policies/conduct/code/conduct)

Inclusion and Diversity [web.uwa.edu.au/inclusion-diversity](http://web.uwa.edu.au/inclusion-diversity)

Safety, health and wellbeing [safety.uwa.edu.au/](http://safety.uwa.edu.au/)