

## Director - Student Journey

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<b>College/Division</b>	Future Students
<b>School/Section</b>	Recruitment and International
<b>Location</b>	Launceston
<b>Classification</b>	Senior Manager
<b>Reporting line</b>	Reports to Deputy Vice Chancellor (International)

### Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and cultural future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

Recruitment and International, which is part of the Division of Future Students, plays a critical role in the implementation of the University's student recruitment strategy through driving the recruitment, conversion, and enrolment of future students to the university. The Director Student Journey is responsible for ensuring the University delivers a seamless and positive student recruitment process. It will contribute to establishing the University as a highly renowned and credible higher education provider through improved student end-to-end onboarding experience, to become sector-leading.

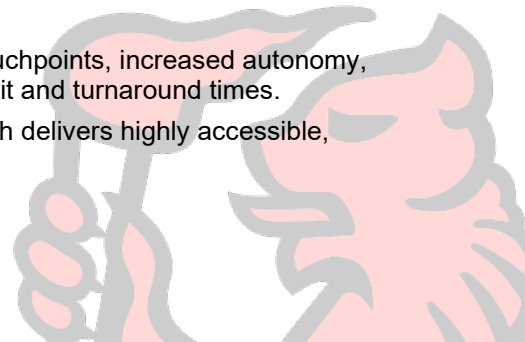
The Director Student Journey will operate with a high degree of autonomy under the broad direction of the Executive Director (Recruitment and International) to establish and successfully execute strategies which will improve the customer service, timeframes, processes and handling of students applying to and enrolling at the University.

This position is responsible for leading the Student Journey portfolio, consisting of conversion, admissions and enquiry centre, and is a member of the senior leadership team in Future Students. The incumbent will be required to deliver a step change in our processes that result in high levels of satisfaction, excitement, and engagement with our future students at the early stages of their journey. They will be required to deliver high standards of leadership in a complex environment through a highly engaged workforce, strong and collaborative professional relationships, and a high degree of initiative and ownership across a range of complex policy and operational areas associated with the attraction, recruitment, application, enrolment and onboarding of future students.

**We are an inclusive workplace committed to 'working from the strength that diversity brings' reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.**

### What You'll Do

- Deliver a streamlined process across the entire student journey, whereby future students build excitement and anticipation as they navigate the process from enquiry to enrolment with ease and clarity.
- Create efficiencies in the student journey process through reduced touchpoints, increased autonomy, improved optimisation of interactions with future students, reduced wait and turnaround times.
- Provide a sound customer service experience for future students which delivers highly accessible,



timely, accurate and consistent information, advice and support services.

- In collaboration with Marketing, ensure the communication with our future students is timely, accurate and effective.
- Translate University strategic priorities into the Division's strategy together with well-defined operational and performance plans to ensure targets are met.
- Undertake other duties as assigned by the supervisor.

### What We're Looking For (success criteria)

- Significant high level experience in customer experience, sales, business development and marketing, including demonstrated success in developing and leading strategies that have improved customer experiences.
- Extensive relationship management experience, with a proven ability to engage with and influence a diverse range of people across various levels of seniority.
- An engaging people leader with an excellent ability to create and lead productive and unified teams, and actively contribute to a collaborative and credible senior leadership team across the Division.
- An improvement driven individual with strong capability to identify and utilise opportunities to deliver continuous development of processes, services and culture.
- Proven ability in strategy development within a customer experience context including: a comprehensive understanding of the factors influencing customers; the capacity to provide insightful analysis of competitor activity; and the ability to undertake appropriate research.
- Highly developed written and oral communication skills as well as problem solving and analytical skills.

### Other position requirements

- Current 'C' class driver's licence or manual vehicle licence
- Regular intrastate/ interstate/ international travel

### University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focused.

Check out more here:

<https://www.utas.edu.au/jobs>

<https://www.utas.edu.au/careers/our-people-values-and-behaviours>

*The intention of this position description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties above may be altered in accordance with the changing requirements of the position.*

