



POSITION DESCRIPTION

Position:	International Communications Officer
Work Area:	International
Classification:	Level 5
Supervisor:	7016 Manager, International Marketing & Communications

VISION

To become Australia's premier regional university.

MISSION

Enriching our regions, connecting with our communities and creating opportunities for all.

VALUES

At UniSC we will:

- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and each other
- Strive for excellence and innovation in all that we do

OVERVIEW OF INTERNATIONAL

International is responsible for the development and implementation of the University's strategic priorities to increase the cultural diversity of the student population and the global connectedness of graduates. International promotes UniSC's unique product offerings and student experience, while increasing the University's global presence through its international graduates, transnational education opportunities and learning abroad programs. The Directorate is responsible for a range of functions including international marketing, student recruitment, admissions, compliance, partnerships and learning abroad.

PRIMARY OBJECTIVES OF THE POSITION

1. Act as the tier 1 contact for prospective international students and their influencers, responding to their enquiries across various channels while upholding high-quality and timely service standards.
2. Develop and maintain effective and relevant resources and content across multiple systems that support student recruitment, conversion, and transition efforts.
3. Contribute to the planning and delivery of marketing, communication, and conversion activities which increase application to enrolment conversion rates.



NATURE AND SCOPE OF POSITION

Under the general direction of the Manager, International Marketing & Communications, the International Communications Officer contributes to the development and implementation of creative, effective, and compliant student communication and conversion activities which support the growth of international student enrolments at UniSC.

The position serves as the tier 1 contact for prospective international students and their influencers, ensuring that inquiries are addressed promptly, professionally, and to the highest standard across various communication channels, including in person, over the phone, and in writing. The role is responsible for proactively engaging with prospective international applicants, nurturing them through the application and assessment process, facilitating their offer to acceptance conversion, and, in partnership with other UniSC areas, supporting their transition to study at UniSC.

KEY ACCOUNTABILITIES OF THE POSITION

1. **Tier 1 Contact:** Serve as the primary contact for prospective international students and their influencers, ensuring timely, professional, and high-quality responses to inquiries across various communication channels, including in person, over the phone, and in writing.
2. **Resource Development and Maintenance:** Create, update, and collate effective and relevant resources and content across multiple systems to support student recruitment, conversion, and transition outcomes.
3. **Communication Activities:** Assist in the planning and execution of marketing, communication, conversion, and transition activities aimed at increasing application to enrolment conversion rates.
4. **High-Quality Service Standards:** Uphold high-quality and timely service standards in all interactions with prospective international students and other stakeholders, ensuring a personalised, positive, and supportive experience.
5. **Stakeholder Collaboration:** Work closely with the Manager, International Marketing & Communications, and other relevant stakeholders, both internal and external, to enact creative and compliant outreach strategies to achieve measurable recruitment and conversion targets.
6. **Event Coordination:** Support the organisation and delivery of events and activities designed to engage prospective international students and promote the University's international reputation.
7. **Continuous Improvement:** Identify opportunities for improving communication processes and resources and implement changes to enhance the effectiveness of student communication and conversion efforts.
8. Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.

KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following **Selection Criteria:**

1. Completion of a degree or an equivalent combination of relevant experience, education, or training.
2. Strong interpersonal, verbal, and written skills, including demonstrated ability to write with clarity and precision while adhering to brand guidelines.



3. Proven organisational skills and attention to detail, with a demonstrated ability to prioritise own workload and to work effectively both independently and as part of a team, meeting competing deadlines and delivering high quality outcomes.
4. Demonstrated well-developed digital literacy, utilising a range of communication methods and social media platforms for business promotion, including use of a variety of systems to respond to enquiries, record data accurately, and generate and analyse reports.
5. Demonstrated commitment to the provision of excellent customer service in a fast-paced environment, and an established record of exercising sound judgement and initiative to drive results.
6. Proven ability to maintain highly effective working relationships with stakeholders from varying cultures, countries and backgrounds with respect and integrity.

Desirable

1. Fluency in a language other than English and of significance to the University's recruitment strategy.
2. Experience and expertise in the use of a CRM and Eloqua

Additional Requirements

It is a condition of employment for this position that:

- There may be a requirement to provide periodic evidence of immunisation against communicable diseases.
- There will be a requirement to occasionally work non-standard hours.
- There may be restrictions on recreational leave during peak periods.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.