

Details

Area	Futures Portfolio
Team	Marketing and Recruitment/Future Students
Employment	Continuing
Location	Geelong Waterfront Campus
Classification	HEW 6
Manager Title	Manager, Future Student Engagement

Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

[Strategic Plans – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

Overview

The Senior Officer, Future Student Engagement, is responsible for actively promoting Deakin courses and programs to prospective undergraduate and postgraduate students and their key influencers. The position will represent Deakin at face to face and digital future student events and provide excellent customer service and accurate information about courses, programs and application processes.

The position supports the work of the entire team in the coordination and delivery of a broad range of future student engagement strategies, events, school visits and activities. This includes communications, presentations, campus tours, school and career expos. In addition, the role is responsible for establishing and maintaining excellent relationships with a network of secondary school careers advisors and key internal stakeholders to understand business needs and deliver customer focused and effective services.

Reporting to the Manager, Future Student Engagement the (role) will be work towards the following:

- Develop and implement practical, accessible solutions based on stakeholder needs.
- Plan and prioritise work and critical activities appropriately and recognise barriers to achieving outcomes, finds practical ways to deal with them and evaluates progress.
- Seek feedback from clients regarding their satisfaction and perspective with products or services received, respond to feedback with openness and transparency and seek to identify ways to serve the customer better.
- Provide ethical advice to clients that address underlying issues, promoting value-adding insights and recommendations.
- Establish and demonstrate a high level of learning, energy and commitment and maintain personal integrity and make decisions consistent with university values.
- Strive for excellence and regularly consult with clients to clarify who requires the information, the purpose for which it is required, criteria for success and where and when advice and recommendation is required.
- Communicate with confidence using examples and the most appropriate influencing technique for a given situation to increase understanding and support.

Accountabilities

- Ensure people responsible for implementing work priorities have role clarity, the authority to act and feel empowered and supported. Work with team members to facilitate growth and development by giving balanced, constructive feedback considering individual capability and team performance. Implement strategies to promote positive emotional wellbeing across the team and regularly reflect on own behaviour.
- Plan and support projects/activities to deliver sustainable outcomes and value within constraints of time, cost and quality. Understand and integrate perspectives held within different areas of the University and put plans in place to build collaboration, mutually beneficial ethical alliances and develop common goals.
- Bring a strong customer mindset. Strive for excellence and consult regularly with staff/students/stakeholders to clarify who requires the information, the purpose for which it is required, criteria for success and where and when advice and recommendation is required. Respond to feedback from stakeholders regarding their satisfaction and perspective with services received with openness and transparency.
- Provide ethical advice to staff/students/stakeholders that address underlying issues, promoting value-adding insights and recommendations. Develop and implement practical, accessible solutions based on stakeholder needs and a customer first mindset.
- Challenge existing processes by formulating creative and inclusive alternative solutions and benefits. Promote solutions to modernise work practices and ensure alignment with Deakin's strategic direction.
- Plan and prioritises work and critical activities appropriately and recognise barriers to achieving outcomes, finds effective ways to deal with them and evaluate progress. Seek to continuously improve and apply critical learnings from projects and initiatives across the University.
- Build new and productive relationships with a diverse range of potential students, stakeholders or key and influential individuals.
- Establish and demonstrate a high level of learning, energy and commitment. Maintain personal integrity and make decisions consistent with university values.

Selection

- A Degree with subsequent relevant experience; or
- Extensive experience and specialist knowledge or broad knowledge in technical or administrative fields; or
- An equivalent combination of relevant experience and/or education/training in marketing, communications, PR.
- Experience in one or more of the following fields: marketing, student recruitment, communications, account management, events or related areas.
- Experience project managing activities or programs of work to achieve key objectives.
- Superior interpersonal, verbal and written communication skills, including confidently addressing both large and small audiences.
- Experience managing a CRM system to track and report on account management programs and activities and advanced ability to use the wider Microsoft suite, including PowerPoint and spreadsheets.

Capabilities

- **Communicates** engages others through persuasive and influential communication.
- **Collaborates** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
- **Innovates** creates an environment where creativity and innovation are valued.
- **Plans work** plans the delivery of work while balancing priorities and resources.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.
- **Navigates Complexity** makes sense of complex issues and responds insightfully.

Special Requirements

- Regular work outside business hours is required (e.g., the work pattern includes hours outside business hours)
- Regular travel will be required describe further (e.g., interstate or overseas travel is required or regular travel within Victoria, not including between campuses)
- Drivers Licence
- Working with Children Check (refer to Recruitment Procedure)

Note

The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.