

### Details

Area	Partnerships Portfolio
Team	Marketing/ Future Students
Location	Flexible, all campuses
Classification	HEW level 7
Manager Title	Manager, Future Student Campaigns and Events

### 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 Coordinator, Campaigns and Events is responsible for managing the planning, development, implementation and support of a range of undergraduate and postgraduate future student events, campaigns and strategic activities. Through high-level project management under the broad direction of the Future Student Campaigns and Events Manager, the position leads a range of creative face to face and digital events and initiatives in consultation with key marketing, faculty and university stakeholders to effectively reach key target audiences, including key influencers.

Reporting to the Manager, Future Student Campaigns and Events this role will:

- Plan and deliver student recruitment campaigns and events, including the University annual open days and key commercial exhibitions, to maximise reach to target audiences in alignment with brand policies and recruitment objectives
- Organise the logistics and implementation of events within agreed timeframes and budgets, ensuring a focus on achieving excellent customer service and a high level of attendee satisfaction
- Act as a coach and work with team members to facilitate growth and development by giving balanced, constructive feedback considering individual capability and team performance
- Distil the core issues from complex information, draws accurate conclusions and condense complex information and next steps into simple, concise terms that others can understand
- Seek feedback on improvement opportunities from a diverse range of key stakeholders and implement change through appropriate channels, and overcomes obstacles to change
- Actively seek feedback from colleagues and stakeholders on things that are working well and areas for improvement
- Build new and productive relationships with a diverse range of potential students, stakeholders or key and influential individuals both inside and outside the University
- Develop and implement practical, accessible solutions based on stakeholder needs
- 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

- Distil the core issues from complex information and draw accurate conclusions and present logical arguments that address the core issues. Condense complex information and next steps into simple concise terms that others can understand.
- Draw on a diverse range of people, groups and resources to identify new ways of doing things and use knowledge of innovation principles to analyse current processes and practices.
- Establish and demonstrate a high level of learning, energy and commitment and welcome feedback from others and use this feedback to improve learning.
- Prioritise work and critical activities, evaluate progress, identify relevant solutions and select the most appropriate from the range of alternatives. Challenge existing processes by formulating creative and inclusive alternative solutions and benefits.
- Identify situations in which change is needed and understand and communicate the reasons for the change. Implement change through appropriate channels and overcome obstacles to change.
- Give balanced, constructive feedback that takes in to account individual capability and supports team performance. Ensure team members responsible for implementing work priorities have role clarity, the authority to act and feel empowered and supported to act. Implement strategies to promote positive emotional wellbeing across the team.
- Actively seek feedback from customers regarding their satisfaction with products or services received. Respond to feedback with openness and transparency and seek to identify ways to better service the customer.
- Build new relationships with key and influential individuals both within and outside the University.

### Selection

- A Degree with substantial subsequent relevant experience; or
- Extensive experience and management expertise in technical or administrative fields; or
- An equivalent combination of relevant experience and/or education/training.
- Experience executing multiple activities and initiatives simultaneously within tight deadlines, with excellent attention to detail in a busy and complex environment
- Experience interacting, influencing and negotiating with a wide range of stakeholders to achieve objectives
- Experience using a CRM system, including event registration software, to track and report on events and campaign activities and advanced ability to use the wider Microsoft suite, including PowerPoint and spreadsheet

### Capabilities

- **Emotional Intelligence** manages emotions to positively influence behaviour.
- **Collaborates** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
- **Engages Other** establishes effective relationships to achieve shared goals.
- **Delivers Outcomes** creates clarity through governance, makes decisions that result in quality outcomes.
- **Innovates** creates an environment where creativity and innovation are valued.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.

### Special Requirements

- This position requires the incumbent to work outside business hours.
- This position will require the incumbent to regularly travel within Victoria, domestic and/or international to attend conferences, events and to represent the university.
- This position requires the incumbent to hold a current Working with Children Check

**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.