

Position Description

Senior Coordinator, International Recruitment

Position No:	50143114
Division:	Recruitment and International Operations (RIO)
Campus/Location:	Melbourne (Bundoora)
Classification:	Higher Education Officer Level 7 (HEO7)
Employment Type:	Continuing, Full-Time
Position Supervisor:	Director, International Recruitment
Number:	50011027
Reports Positions and Levels	None
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about La Trobe University - <http://www.latrobe.edu.au/about>

For inquiries contact:

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Position Description

Position Context

The Global and Regional Division leads the University's commitments to its markets and its communities and carries oversight of the University's strategic intent to connect both globally and locally to attract students and partners from across the world, and closer to home.

Reporting to the Director – International Recruitment, you will be responsible for driving growth in international student numbers from your identified source markets.

As a Senior Coordinator, International Recruitment, you will be responsible for leading the international recruitment portfolio of designated markets. You will develop and monitor annual recruitment plans, represent the university in the international student recruitment events, manage and maximise the effectiveness of campaigns, provide ongoing customer and market insights; manage the university recruitment agents and sponsoring bodies, among other duties.

You will work closely with colleagues in the Recruitment and Operations team as well as schools and other departments including but not limited to international admissions, educational partnerships, marketing, careers and employability, and Alumni relations to drive growth in international student recruitment.

Duties

Specialist Knowledge

Continuously develop and maintain specialist knowledge across a wide range of areas including:

- Relevant Australian and international legislation relating to education and up-to-date knowledge of Department of Home Affairs (DOHA) requirements relating to international students
- Education systems, qualifications (including pathways), admission requirements, and cultures for all countries within the portfolio of responsibility
- An understanding of the key influencers for international students and key contacts in the portfolio, including Australian Government offices and trade commissions, educational agents, local institutions, and alumni.
- Comprehensive knowledge about La Trobe University study options, specific admission requirements, and relevant internal policies and procedures particularly those relating to the selection and admission of international students.

Marketing, recruitment and conversion

- Coordinate all student recruitment activities for the designated portfolio and generate international student leads and enrolments in line with the university's load targets under the direction of the Director - International Recruitment.
- Develop, implement, and evaluate annual recruitment plans in consultation with the Director, International Recruitment.
- Monitor the portfolio for education-related developments and opportunities and build this information into marketing and recruitment activities.
- Provide expert and accurate study and living advice to prospective students and their influencers
- Resolve complex individual student recruitment cases with a customer-centric approach and in line with institutional policy and regulatory framework.

- Represent the university at international recruitment fairs, educational institutions, exhibitions, and conduct seminars, webinars and interviews to recruit international students to the university
- Organise visits from agents and student groups and participate in the visits of international delegations to the University
- Provide input into the development and review of promotional materials for international student recruitment and the development and implementation of tailored conversion campaigns from application to offer acceptance.

Relationship Management and partnership development

- Work closely, train, and foster good working relationships with key contacts in the region including educational agents, high schools and other relevant stakeholders.
- Develop, manage and evaluate the performance of educational agents in the designated portfolio.
- Ensure key contacts are kept updated on the study options, admissions and other relevant institutional updates about La Trobe University.

Legislation and Compliance

- Ensure that all activities within the portfolio, as well as those of agents and other partners, comply with all relevant Australian legislation including the ESOS Act, DIBP regulations, AVCC National Code, Privacy legislation, and relevant legislation of countries.

Reporting

- Generate recruitment performance data from internal data sources, make recommendations on the outcomes of recruitment activities, and contribute to the production of recruitment plans and market profiles.
- Prepare agent evaluation reports to measure agent performance regularly.
- Provide authoritative advice to the Director, International Recruitment on all issues and strategic recommendations relating to recruitment across the portfolio based on market intelligence and stakeholder feedback

Key Selection Criteria:

Education/qualifications

1. Completion of a tertiary qualification or an equivalent combination of relevant experience and education/training in the international higher education sector.
2. Extensive understanding of the tertiary education sector in Australia and foreign countries and of the financial, legal, regulatory and academic issues relevant to the recruitment of international students.

Essential

3. Excellent interpersonal, written, and verbal communication skills and the ability to establish strong cooperative relationships with a wide range of people, including international stakeholders.
4. Proven experience and success in international student recruitment and marketing of educational services, including developing, delivering, and evaluating international student recruitment plans
5. A high level of cross-cultural awareness and the proven ability to liaise effectively across cultural boundaries.
6. Demonstrate ability to manage difficult client expectations with a successful outcome.
7. Excellent organisational, administrative and time management skills, and proven ability to manage multiple tasks and re-adjust workload priorities to meet conflicting deadlines.
8. A high level of self-motivation, versatility and initiative, with the ability to work both independently and as part of a small team.

To hold this La Trobe University, position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures, and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work toward realising the strategic goals of the University we strive to work in a way that is aligned with our four cultural qualities:

- We are **Connected**: We connect to the world outside — the students and communities we serve, both locally and globally.
- We are **Innovative**: We tackle the big issues of our time to transform the lives of our students and society.
- We are **Accountable**: We strive for excellence in everything we do. We hold each other and ourselves to account and work to the highest standard.
- We **Care**: We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

For Human Resource Use

Only Initials: Date: