



POSITION DESCRIPTION

Marketing and Communications Unit
Faculty of Medicine, Dentistry and Health Sciences

Student Recruitment Officer

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| POSITION NO | 0046735 |
| CLASSIFICATION | PCS5 |
| SALARY | \$68,892 - \$79,130 p.a. (pro-rata) |
| SUPERANNUATION | Employer contribution of 17% |
| WORKING HOURS | Full-time (1 FTE) |
| BASIS OF EMPLOYMENT | Continuing |
| OTHER BENEFITS | http://about.unimelb.edu.au/careers/working/benefits |
| HOW TO APPLY | Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number. |
| CONTACT FOR ENQUIRIES ONLY | Aileen Hallowell-Chua Tel: +61 3 903 58069 Email: achua@unimelb.edu.au <i>Please do not send your application to this contact</i> |

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

The Student Recruitment Officer carries out a range of activities and tasks that support the Faculty's coursework and research higher degree recruitment targets. The incumbent will help ensure that student recruitment strategies which are developed are carried out appropriately using the available resources prudently and strategically. The role-holder will work very closely and successfully leverage relationships with stakeholders such as colleagues in the External Relations (University Services) and School members such as the Academic Programs Managers and Program Directors.

The incumbent in this role will be required to work as a highly effective team member along with colleagues in the marketing, digital, and communications areas within the Unit. Additionally the candidate will be required to have an outstanding approach to client services, meeting the needs of the portfolio of schools, departments, centres and disciplines allocated. Project Management is also a key aspect of the position.

1. Key Responsibilities

- ▶ Plan, organize and manage recruitment and conversion activities for prospective students into graduate programs
- ▶ Attend expos - both internal and external with face to face interaction with prospective students, school counsellors and parents.
- ▶ Provide recruitment support for undergraduate recruitment activities
- ▶ Have specific responsibility for supporting the recruitment needs of a particular Faculty client services group via an account management system.
- ▶ Work in conjunction with the MDHS Learning and Teaching Unit to manage and report on NEXUS enquiries data to coordinate promotion of events, targeted activities, and follow up of prospective students, ensuring appropriate lead optimization.
- ▶ Represent and co-ordinate the Faculty's involvement at a range of student recruitment events in major University-led recruitment activities.
- ▶ Work with colleagues in the social media space to develop and implement innovative engaging social media content, utilising relevant channels, undertake monitoring, and maintain up to date knowledge and understanding of the social media landscape.
- ▶ Report on recruitment activities and their impact, including application, enrolment and acceptance statistics
- ▶ Co-ordinate the production of the course guides and prospectuses
- ▶ Actively contribute to innovation and continuous improvement of practices and processes based on analysis and feedback, working collaboratively with stakeholders to inform business improvement
- ▶ Participate in and contribute to coverage of peak period activities across the Unit to enable operational obligations and agreed service levels to be met.
- ▶ The incumbent may be required to assist with other duties appropriate to the scope of the role and the level of appointment as directed by the Supervisor.
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Relevant undergraduate qualification with experience within the higher education sector; or an equivalent combination of relevant experience and/or education/ training.
- ▶ Demonstrated high level organisational and time management skills with a proven ability to prioritise tasks to meet competing deadlines with a high degree of accuracy and attention to detail.
- ▶ A strong customer service ethic with the ability to manage pressure in a fast-paced client service environment, and a demonstrated commitment to the provision of excellent service to a diverse range of clients with differing needs.
- ▶ Ability to work autonomously and collaboratively in a team environment with changing demands but with high accountability to management staff.
- ▶ Well-developed analytical and problem-solving skills.
- ▶ High level verbal and written communication skills, including the ability to prepare reports addressing a range of audiences.
- ▶ A high level of initiative and drive with a demonstrated ability to provide input into business processes for continuous improvement.
- ▶ Demonstrated ability to facilitate and manage working relationships with internal and external stakeholders.
- ▶ Proficiency in a range of computing applications, databases, customer relationship management tools and web-based systems.

2.2 DESIRABLE

- ▶ Knowledge of the University of Melbourne's policies and procedures particularly relating to student admissions and support.

2.3 SPECIAL REQUIREMENTS

- ▶ Annual leave must be taken at a time which accommodates the peak workflows of the area
- ▶ The ability to work outside of standard hours will be required from time to time.
- ▶ Occasional interstate/regional travel may be required

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

Routine supervision to general direction is provided by the Manager, Student Recruitment. The incumbent is expected to work independently (with high accountability to the Manager) although some tasks involve working closely with the other members of the Marketing and Communications Unit and other Faculty/University Units and staff. Matters that may affect the standing of the University or its research objectives are referred to senior colleagues as appropriate.

3.2 PROBLEM SOLVING AND JUDGEMENT

The position requires enthusiasm, initiative, flexibility and the ability to prioritise and manage a wide range of activities. The incumbent is expected to solve problems through the standard application of theoretical principles and techniques. The incumbent will exercise a high level of initiative and judgement but working with high accountability to the Manager on a number of tasks. The incumbent will be expected to perform work assignments guided by policy, precedent, professional standards and managerial or technical expertise. Team work is a core value of the office. Good judgement is expected about when to consult their supervisor on major issues.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent will possess the required skills to perform the duties encompassed within the position. The incumbent will require a sound knowledge of University policies and procedures, along with an understanding of its culture and organisational structure, including faculty and department structures. The position requires having the ability to liaise effectively with internal and external stakeholders.

3.4 BREADTH OF THE POSITION

A detailed working knowledge of policies and procedures in this area is essential. A broad understanding of the Faculty's mission, goals and structure and of the University policy and procedures relevant to admissions and student support is also required.

4. *Equal Opportunity, Diversity and Inclusion*

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to service for excellence and reach the targets of Growing Esteem.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 FACULTY OF MEDICINE, DENTISTRY AND HEALTH SCIENCES

www.mdhs.unimelb.edu.au

The Faculty of Medicine, Dentistry and Health Sciences (MDHS) plays a vital role in the delivery of the University of Melbourne's Strategic Plan 2015-2020: Growing Esteem by providing current and future generations with education and research equal to the best in the world. It is Australia's largest and leading biomedical research faculty. It employs more than 1,700 members of staff, has more than 8,000 students, and total revenue of \$607 million for 2015. Reflecting the complexity of today's global health landscape, the Faculty is made up of six different Schools and four Strategic Research Initiatives, and draws together all areas of human health, ranging from the most basic to the most applied areas of research. The Faculty contributes close to 50 per cent of research conducted at the University.

The Faculty has appointed Australia's first Associate Dean (Indigenous Development) to lead the development and implementation of the Faculty's Reconciliation Action Plan (RAP), which will be aligned with the broader University-wide plan. To enable the Faculty to improve its Indigenous expertise knowledge base, the Faculty's RAP will address Indigenous employment, Indigenous student recruitment and retention, Indigenous cultural recognition and building partnerships with the Indigenous community as key areas of development.

6.2 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.3 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.4 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>