



# SENIOR EXECUTIVE

<b>DEPARTMENT/UNIT</b>	Marketing & Future Students
<b>FACULTY/DIVISION</b>	Future Students Office / Domestic Recruitment
<b>CLASSIFICATION</b>	HEW Level 6A
<b>WORK LOCATION</b>	Bandar Sunway, Malaysia

## ORGANISATIONAL CONTEXT

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Monash University Malaysia is the third largest campus of Australia's largest university. We carry with us the distinction of being the Malaysian constituent of a premier research intensive Australian university ranked among the top 100 universities in the world, and a member of Australia's prestigious Group of Eight.

We have maintained a proud tradition of education and research excellence for 20 years and counting, and are now recognised as a leader in the international higher education sector in Malaysia. Our location in Sunway City, one of the region's industrial hotspots, well positions us for scholarly engagement with Southeast Asia and beyond.

We believe that everyone has the potential to make a positive impact on the world. Throughout the years, we have welcomed more than 20,000 students from over 70 countries who are keen to do so. We provide our students with a supportive learning environment, so that they are able to flourish and are empowered to succeed. Every day, we come together to embrace new ideas and devise solutions to address social, political and economic challenges of our communities.

This desire to make a difference and the relentless passion which drives us forward are what define Monash.

For further information see: [www.monash.edu.my](http://www.monash.edu.my).

The Student Recruitment and Admissions sits within the Marketing and Future Students Group and is responsible for maximising the quality and number of student recruitment and admission for Monash University Malaysia (MUM). Student Recruitment and Admissions plays an important role of contributing to the campus' revenue as well as academic integrity through high quality and systematic admission processes. This includes the assessment of applications received for MUM, provision of expert advice on all qualification matters to the campus community and stakeholders, provision of excellent customer services to clients and accountable for the conversion rate for each intake. The Student Recruitment and Admissions encompass the following areas:

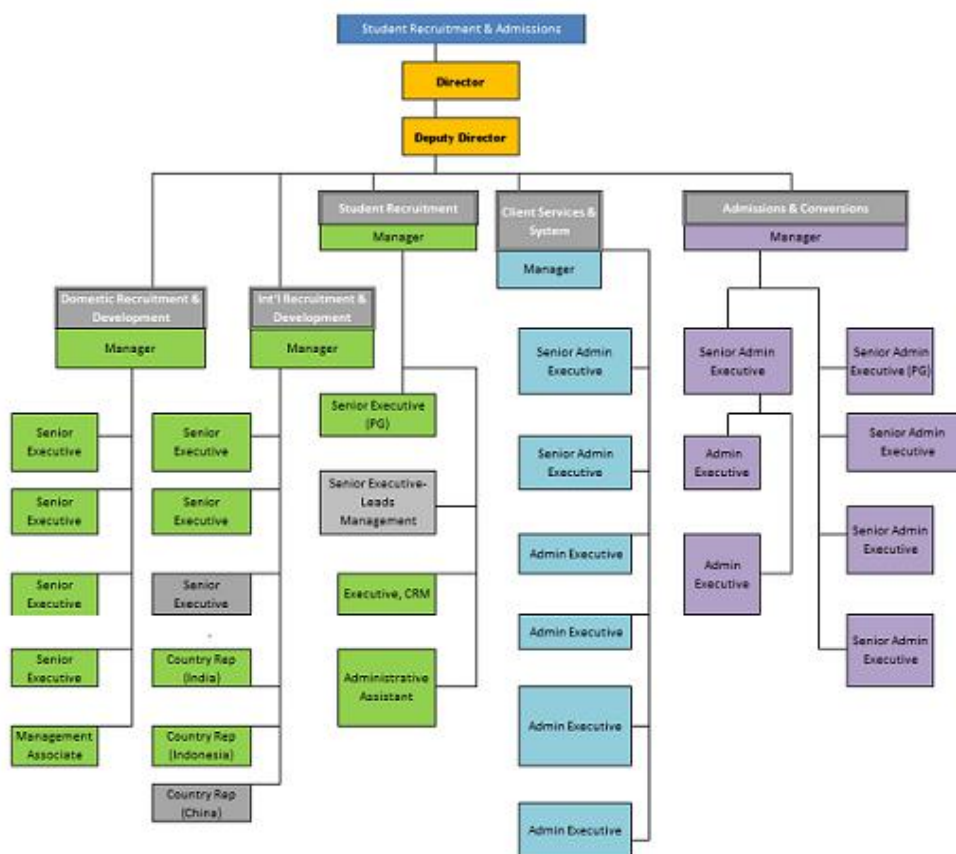
1. Domestic Recruitment and Development
2. International Recruitment and Development
3. Admissions and Conversions
4. Client Services and Systems

## POSITION PURPOSE

The Future Students Office, in partnership with its internal and external stakeholders, is responsible for attracting, converting and securing quality students from both within Malaysia and around the world to enroll in Monash University Malaysia.

The office has the following teams: Domestic Student Recruitment and International Student Recruitment.

**Student Recruitment and Admissions Organisational Chart**



**Reporting Line:** The position reports to the Manager, Domestic Recruitment & Development.

**Supervisory Responsibilities:** No

**Financial Delegation:** Not applicable

**Budget Responsibilities:** Not applicable

## KEY RESPONSIBILITIES

**Achieve the targets set for Domestic recruitment**

1. Contribute to the overall effort by the Future Students Office
2. Closely monitor the performance of existing agents, including the achievement of targets and the provision of services to prospective students

3. Manage the relationship with major agents to ensure they will continue to build their businesses with Monash Malaysia
4. Ensure agents are regularly visited and kept up to date with Monash requirements (course information, admission requirements etc.)
5. Organize student recruitment activities targeted at key secondary schools
6. Develop and maintain relationship with agents and schools counselors
7. Communicate to key audiences such as students, parents and teachers
8. Undertake recruitment and promotional activity in existing and new domestic markets to achieve recruitment targets
9. Support Monash Malaysia's Pathway partners in the recruitment of domestic students

**Provide accurate and timely information to clients/prospective students with strong focus on customer service**

1. Maintain up to date and excellent product knowledge across all study areas and levels
2. Provide a customer focused service to prospective students and parents by providing high level communication, responding to inquiries either face to face, via telephone or email, including queries related to admissions procedures with accurate and comprehensive information
3. Pro-actively engage with prospective students and/or parents to highlight the reasons to choose Monash Malaysia as a study destination
4. All emails generated through CRM portal are to be attended within 72 hours
5. Ensure and achieve high level of clients/prospective students follow-up with the use of the Customer Relationship Management (CRM)
6. Update, compile and maintain clients/prospective students data through the Customer Relationship Management (CRM)

**Assist and manage the student recruitment process through direct submission and agents**

1. Follow up calls or emails to the agents/clients/prospective students to ensure high conversion enrolment rate
2. Ensure that information from prospective students is captured and recorded
3. Provide administrative support for the mobility and student transfer initiative
4. Provide extensive support to agents to follow up on the applications with conditional offer and pending documents; to assist in converting applications with pending results and conditional offer to full offer

**Engagement with the School/Faculty**

1. To act as liaison person between Future Students Office and School/Faculty to provide advice and recommendations regarding course promotion and recruitment programs
2. Provide written and verbal 'sales' updates on recruitment activity, including progression towards targets
3. Provide advice to Schools on market directions and new opportunities
4. Coordinate and assist in event/activities in promoting the School/Faculty
5. Facilitate appropriate faculty involvement in recruitment campaigns

6. To communicate with the School/Faculty on all marketing and enrolment related matters such as marketing activities, admissions, requirements, new procedures, provide market insights on clients/prospective students need and market trend
7. Any other duties as directed

## **KEY SELECTION CRITERIA**

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### **Education/Qualifications**

1. The appointee will have:
  - A Bachelor degree, preferably in Marketing or related areas from a recognized university and at least 2 years of working experience in domestic or international marketing and recruitment, preferably in education industry with a sound knowledge in both local and Australian education sectors

### **Knowledge and Skills**

2. Exceptional interpersonal skills with the ability to communicate, liaise, consult and negotiate with clients and colleagues at all levels and ability to work independently with limited supervision and as part of a team
3. Exceptional customer service skills with the ability to tailor the presentation to a variety of audiences
4. Excellent customer skills and proven ability to interpret and relay complex information about courses and admissions procedures to students and parents in a courteous and professional manner
5. Excellent planning, organizational, administrative and time management skills
6. Ability to operate to tight deadlines and multiple projects and able to adapt to changes in work responsibilities and environment
7. Result oriented and possess a high degree of integrity, initiative and commitment
8. Well-developed analytical and conceptual skills, including demonstrating ability to source, analyze and disseminate information and to use such information to make informed marketing decisions.
9. Excellent computer skills with demonstrable experience in current business software applications

## **OTHER JOB RELATED INFORMATION**

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- Regular travel and work in all parts of Malaysia for roadshows, school exhibitions, major trade fairs and school visits. Typically, domestic travel may be overnight or up to one week at a time
- Regular need to work during weekends and after office hours
- Possess own transport and a current valid driving license are essential
- In some instances, international travel may be required. Typically international travel may be up to two weeks at a time
- Peak periods of work during which the taking of leave may be restricted

## **LEGAL COMPLIANCE**

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Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.