

Position Description

China Recruitment Coordinator (Onshore)



Faculty/Portfolio	Global Engagement
School/Centre	Deakin International
Basis of Employment	Full-time (36.75 hours per week) and continuing
Primary Location of Work	Geelong Waterfront Campus or Melbourne Burwood Campus
Classification	HEW 7
Reporting Line	International Manager (Onshore)

ABOUT DEAKIN

Deakin University is proud to be recognised as an organisation that offers a friendly, supportive and challenging working environment. Our staff are committed to making a genuine difference to people's lives through excellence in education and research. We acknowledge the importance of providing a dynamic and diverse working environment and offer variety in day-to-day roles as well as professional development opportunities to assist staff to grow and progress their careers. Deakin University staff have the opportunity to interact with colleagues from a diverse range of cultures and professional backgrounds, all of whom share a common interest in lifelong learning.

Deakin is Australia's sixth largest university and ranks first in Victoria for both student satisfaction and graduate employment. Deakin operates five campuses; the Cloud Campus, Melbourne Burwood Campus, Geelong Warrnambool Campus, Geelong Waterfront Campus, and the Warrnambool Campus. We have corporate centres in Melbourne's CBD, and at the Burwood, Waterfront and Warrnambool campuses, as well as offices in South Asia, China, Indonesia, Latin America, Europe, Malaysia, Vietnam, Pakistan and Singapore.

WHY WORK FOR OUR UNIVERSITY?

[DEAKIN INTERNATIONAL](#)

[Benefits of working
at Deakin](#)

[Deakin's Strategic
Plan – LIVE Agenda](#)

DEAKIN'S PROMISE TO EQUITY, DIVERSITY AND INCLUSION

At Deakin we value diversity, embrace difference and nurture a connected, safe and respectful community. Deakin is an Employer of choice for Gender Equality, a proud member of the SAGE Athena SWAN program seeking gender equity for Women in STEMM, and a Gold award holder in the Australian Workplace Equality Index for LGBTI inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sex and genders.

deakin.edu.au/about-deakin/careers-at-deakin



POSITION OVERVIEW

The primary purpose of the China Recruitment Coordinator (Onshore) is to lead and achieve the University's onshore China recruitment strategy. The Coordinator is expected to contribute significantly to the development of on and offline recruitment strategies to increase the number of onshore Chinese student enrolments at Deakin, review tactics, monitor channel performance, provide high level market advice to management, and ensure targets are met.

Key Relationships:

Internal	<ul style="list-style-type: none">• International Manager (Onshore)• Deakin China Office• Deakin International Marketing & Recruitment team• Deakin International Admissions• Deakin International Communications team• Deakin College staff• Deakin University academic and professional Faculty staff• Other Deakin University divisions e.g. Deakin Talent, Accommodation, Student Life, Alumni
External	<ul style="list-style-type: none">• Onshore agents• CPL partner institutions• Student organisations• International Education industry peak bodies• Federal and State Government International Education Development bodies

PRIMARY RESPONSIBILITIES

- In conjunction with the International Manager (Onshore), develop, implement and evaluate marketing strategies to achieve recruitment targets, ensuring agent performance and compliance with the ESOS Act and National Code
- Support, train and monitor performance of the onshore China agent network including case management of applications and enquiries through to conversion.
- Work closely with the China Communications Officer to develop campaigns targeting onshore Chinese students, contributing content ideas, market feedback.
- Coordinate Deakin International's presence and represent the University at onshore recruitment and promotional activities, including Deakin Open days, agent recruitment events, campus visits by external parties, Schools network events.
- Support and work closely with the Deakin International Admissions team to ensure fast turnaround times of applications and increase applicant conversion for Deakin award or ELICOS pathway programs
- Provide advice to the Director International Marketing & Recruitment and International Manager (Onshore) on market opportunities, course development, opportunities and concerns within the onshore China market
- Liaise with key members of Faculties and Deakin College to case manage applications and coordinate relevant events and campaigns
- Any other duties as directed by International Manager (Onshore), commensurate with the scope and classification of the position

ABOUT YOU

To be successful at Deakin you are willing to enthusiastically embrace the Deakin Offer and Promise as expressed in the Deakin University Strategic Plan, and must share the University's values.

You will be a person who is ambitious for Deakin University's success and optimistic about its future; and will display diligence, have great resolve and a focus on producing results.

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SELECTION CONSIDERATIONS

Qualifications and Experience:

- A University degree in marketing, business or communications, or an equivalent combination of training and experience.
- Demonstrated experience and success in marketing education services globally (including social and online marketing campaigns).

Capabilities and Personal Attributes:

- Fluent in Mandarin
- Demonstrated communication and interpersonal skills with the ability to produce clear and accurate communications that are appropriate for their intended audience
- Proven capability to work positively and effectively as part of a collaborative work team, to accommodate and work well with different working styles and to work independently where required
- Demonstrated high level commitment to the provision of excellent customer service and evidence of exceeding customer expectations
- Demonstrated ability to organise and plan, and to meet rigid and conflicting demands and deadlines, along with the ability to adapt to changed priorities
- Demonstrate the ability to exercise sound judgment, initiative, diplomacy, tact and discretion as well as proven experience handling sensitive and personal information in a confidential and appropriate manner

SPECIAL REQUIREMENTS

- Regular work outside business hours is required (*e.g. the work pattern includes hours outside business hours*)
- Working With Children Check (refer to Recruitment Procedure)

DISCLAIMER

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.