

 **Position Title:** Future Students Adviser

 **Position Classification:** Level 6

 **Position Number:** 314409, 314410

 **Faculty/Office:** Community & Engagement

 **School/Division:** Brand, Marketing and Recruitment

 **Centre/Section:** Future Students

 **Supervisor Title:** Team Leader, Operations

 **Supervisor Position Number:** 315286

**Your work area**

The Brand, Marketing and Recruitment (BMR) division provides organisational wide brand strategy and ongoing brand management, strategic marketing and planning, marketing communications activities; digital communication, research and segmentation. BMR provides sales and marketing planning and campaign assistance to help attract and recruit students. Marketing and recruitment activities planned and implemented by the BMR team are designed to help achieve the University strategic goals of brand and reputation building and attracting domestic and international students to study at UWA.

The Future Students team within BMR Division provides strategic student recruitment direction and management for the university. The Future Students unit will include a consolidated student contact centre that brings together the recruitment operations for international and domestic markets to achieve greater capability and focus on student recruitment. Our future student needs across all markets will be catered for by providing professional consulting advice for domestic and international undergraduate, domestic and international postgraduate and international product enquiries.

**Reporting Structure**

Reports to: Team Leader, Operations

**Your role**

The Future Students Adviser under limited supervision, dynamically represent the University, both on and off campus, to the wider community and in particular prospective students. Appointees will also fulfil a variety of administrative tasks and roles within the Future Students Service Centre

**Key responsibilities**

Respond to complex and diverse enquiries from prospective students and key influencers about the University, its courses, pathways and entry requirements, at events, in person, over the telephone and online

Actively and strategically promote the University to the wider community, providing authoritative advice to prospective students regarding changes to courses, University policies and entry requirements

Contribute to the development of a variety of student recruitment strategies

Training and supervision of casual employees or Students Ambassadors as required

Develop and maintain key relationships with secondary education and other pathway providers, UWA faculties, community groups and other universities to co-ordinate events and provide information

Actively and strategically promote Residential Colleges and halls during recruitment activities

Maintain information in a CRM database to record and generate leads

Plan, implement, co-ordinate and review a variety of on and off campus events to promote the University such as campus excursions, interstate and regional trips

Assist the Team Leader, Operations in the administration and management of a number of University projects and policies

Other duties as directed

**Your specific work capabilities (selection criteria)**

Relevant tertiary qualification or demonstrated equivalent competency

Highly developed written and verbal communication skills, including excellent public speaking skills, strong interpersonal skills, the ability to work with a range of people from different cultural and educational backgrounds, and of different age groups

Ability to work independently, show initiative and work productively as part of a team

Proficiency in a range of computing skills including word processing, spreadsheets, databases, internet and email

Highly developed organisational skills and demonstrated ability to set priorities and meet deadlines

Broad knowledge of education systems; university admission requirements, policies and procedures

High level customer service, including understanding the needs of customers and exceeding their expectations

**Special Requirements (selection criteria)**

Flexibility to work outside normal office hours and to travel

Occasional weekend work

Ability to undertake physical tasks such as packing and unpacking materials

To be available to work during June, July and August

Working with Children Check

Current Drivers Licence

**Workplace Health and Safety**

All supervising staff are required to undertake effective measures to ensure compliance with the Occupational Safety and Health Act 1984 and related University requirements (including Safety, Health and Wellbeing Objectives and Targets).

All staff must comply with requirements of the Occupational Safety and Health Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with University and Legislative health and safety requirements. Details of the safety obligations can be accessed at <http://www.safety.uwa.edu.au>

**Equity and Diversity**

All staff members are required to comply with the University’s Code of Ethics and Code of Conduct and Equity and Diversity principles. Details of the University policies on these can be accessed at <http://www.hr.uwa.edu.au/publications/code_of_ethics>, <http://www.equity.uwa.edu.au>