



Position Description

Future Student Advisor (Sales Specialist)

Student Recruitment, University Events and Experience Group

Division of Students

Classification	Level 4
Delegation band	Delegations and Authorisations Policy (see Section 3)
Special conditions	Nil
Workplace agreement	Charles Sturt University Enterprise Agreement
Date last reviewed	December 2021



About Charles Sturt University

Purpose

The Wiradjuri phrase *yindyamarra winhanganha* means the wisdom of respectfully knowing how to live well in a world worth living in. This phrase represents who we are at Charles Sturt University – our ethos. It comes from traditional Indigenous Australian knowledge, but it also speaks to the vision of the university – to develop and spread wisdom to make the world a better place.

Vision

Charles Sturt University is set to undergo a decade of great reform that will see the university characterised by these key elements:

- An uncompromising drive towards excellence in every aspect of its operations
- A far-reaching strategic re-positioning of teaching, learning, research, and innovation
- A cementing of our position as Australia's pre-eminent rural and regional university

The overarching aim is to consolidate our institution so that it is demonstrably more resilient and sustainable by the end of the decade.

Goals

To deliver on our purpose and vision, the university has three key goals:

1. Maintain the university's position in the top five Australian universities for graduate outcomes based on employment and salary
2. Embed a culture of excellence across all aspects of the university's operations
3. Exponential growth in research, development, and innovation income in our chosen areas, delivering high impact outcomes for regional Australia

Our values

Charles Sturt has a proud history and is fortunate to have an outstanding group of diverse, passionate, and engaged people working with us. Our values of insightful, inclusive, impactful, and inspiring guide our behaviours and ways of working to help us achieve our ethos of creating a world worth living in.

Performance measures

In addition to the principal responsibilities all staff are required to contribute to the success of the university strategy including meeting university's eight key performance indicators:

Our Students	<ul style="list-style-type: none">• Commencing progress rate• Student experience
Our Research	<ul style="list-style-type: none">• Research income• Research quality and impact
Our People	<ul style="list-style-type: none">• All injury frequency rate• Engagement
Our Social Responsibility	<ul style="list-style-type: none">• Underlying operating result• Community and partner sentiment

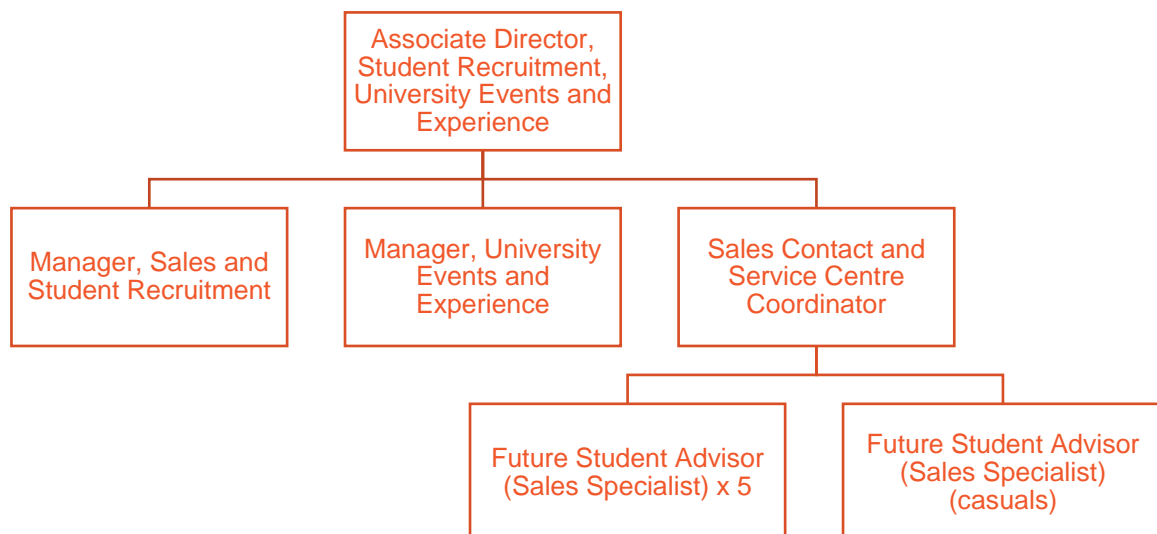


Division of Students

Student Recruitment, University Events and Experience Group

The Division of Future Students leads the university's student recruitment, acquisition and conversion strategy in order to achieve the goal of recruiting high quality domestic students. This includes the delivery of undergraduate and postgraduate domestic student recruitment, sales and student experience events, management of course enquiries, driving forward the university's participation and pathways agenda, and the facilitation of admissions, credit and conversion. The Division is forward-thinking and results-driven, and is comprised of a Student Recruitment, University Events and Experience Group, Tertiary Participation and Pathways Group and an Admissions and Conversion Group.

Organisational chart



Reporting relationship

This position reports to: Sales Contact and Service Centre Coordinator

This position supervises: N/A

Key working relationships

- Manager, Sales and Student Recruitment
- Manager, University Events and Experience
- Associate Director, Student Recruitment, University Events and Experience



Position overview

The role of the Future Student Adviser (Sales Specialist) is to provide an outstanding customer experience, while providing prospective students with guidance on courses and a broad range of information pertaining to studying with Charles Sturt University. Promoting a genuine desire to help will foster confidence, goodwill and partnerships with customers and will assist in driving applications for the University.

The daily challenge will involve offering solutions to meet prospective student needs and responding to a range of enquires, providing clear, accurate and relevant information and maintaining computerised customer records.

Principal responsibilities

- Deliver a high standard of accurate, tailored, high quality information and course recommendations to future students in response to in-person, telephone, email, social media, web enquiries and live chat enquiries.
- Represent Charles Sturt University professionally and as a quality education provider, by undertaking a proactive approach to engage with prospective students and ensure a seamless and personalised customer experience.
- Achieve or exceed against set individual and team key performance indicators (KPIs) and focus sales efforts to meet recruitment targets.
- Provide input, solutions and ideas into the acquisition approach to assist Charles Sturt University to develop and deliver the optimal acquisition journey.
- In an environment of constant change, maintain a comprehensive knowledge of all Charles Sturt University services, activities and functions relevant to prospective students.
- Record clear and accurate customer information pertaining to the prospective students in the Customer Relationships Management (CRM) database to facilitate the provision of further service to customers.
- Actively contribute to a team environment that fosters and develops effective working relationships focusing on continuous improvement through the identification of process/procedure improvements and ways of exceeding internal and external customer expectations.
- Other duties appropriate to the classification as required.

Physical capabilities

The incumbent may be required to perform the following.

- On occasion drive a vehicle distances up to 500km per day within the terms of the university's Driver Safety Guidelines
- Perform in an accurate and timely manner push/pull, reaching, grasping, fine manipulation tasks, including lifting items up to 10kg.



Selection criteria

Applicants are expected to address the selection criteria when applying for this position.

Essential

- A. Completion of an associate diploma level qualification with relevant work experience or a certificate level qualification with post certificate relevant work experience; or Year 12 and normally at least 4 years' relevant work experience, often combined with some formal training, leading to a detailed knowledge of specific administrative procedures and technical office skills; or an equivalent level of knowledge gained through any other combination of relevant education, training and/or experience.
- B. An excellent understanding and demonstrated experience in customer service provision or sales environment.
- C. Excellent written and verbal communication skills, including the ability to convey complex information and demonstrate professionalism and confidence.
- D. Strong organisational skills and the ability to prioritise multiple tasks and meet key performance indicators
- E. Well-developed computing skills and efficiency in a range of software including Microsoft Office Suite and the ability to learn new information technology systems as required.
- F. Demonstrated ability to contribute as an effective team member and encourage a positive team culture.



New South Wales

Brisbane

Dubbo

Port Macquarie

Orange

Bathurst

Sydney

Goulburn
NSW Police Academy

Wagga Wagga

Canberra

Albury-Wodonga

Wangaratta
Regional Study Centre

Victoria

Melbourne

● - Capital city ● - Campus location

