

Position Description

Senior Coordinator, International Recruitment

Position No:	NEW
Department:	La Trobe International
Campus/Location:	Melbourne (Bundoora)
Classification:	Higher Education Officer Level 7 (HEO7)
Employment Type:	Fixed Term, Full-Time
Position Supervisor:	Senior International Recruitment Manager
Number:	
Reports Positions and Levels	None
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

For enquiries only contact:

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Position Description

Position Context

The position reports directly to the Senior Recruitment Manager and is responsible for professional and efficient coordination of all recruitment activities for an assigned cluster of Country source markets of prospective International students.

The Senior Co-ordinator, International Recruitment supervises the recruitment and promotional activities across assigned recruitment markets, and provides advice to prospective students, families, agents and staff of the university and undertakes student recruitment activities.

The Senior Co-ordinator, International Recruitment also plays a key role in maintaining and growing existing markets within the region for international students in order to meet load targets as well as having responsibility for market analysis planning and relationship management under the broad direction of the Senior International Recruitment Manager. This position also works closely with the Senior Coordinator, Conversion to achieve recruitment goals and Load targets.

Duties

Specialist Knowledge

Develop and maintain specialist knowledge across a wide range of areas including:

- Relevant Australian and international legislation relating to education
- Education systems, qualifications (including pathways), admission requirements and cultures for all countries within the region of responsibility
- Accurate and up-to-date knowledge of Department of Immigration and Border Protection (DIBP) requirements relating to international students
- An understanding of the key influencers for international students and key contacts in the region including Australian Government offices, agents, local institutions and alumni
- Comprehensive knowledge about La Trobe university study options, specific admission requirements, and relevant internal policies and procedures particularly those relating to selection and admission of international students.

Marketing Recruitment and Conversion

- Coordinate all student recruitment activities for assigned markets and generate international student commencements in line with the university's load targets under the direction of the Senior International Recruitment Manager
- Provide authoritative advice to the Senior International Recruitment Manager on all issues relating to recruitment across identified countries
- With reference to the university's recruitment and marketing strategy plans, develop specific Country Plans in consultation with the Senior International Recruitment Manager and monitor and review performance against this plan on a regular basis
- Work closely, train, and foster good working relationships with key contacts in the region including local agents, institutions and other relevant bodies
- Monitor the region for education-related developments and opportunities and build this information into marketing and recruitment activities as appropriate in consultation with the Senior International Recruitment Manager
- Provide expert and accurate study and living advice to prospective students and their influencers
- Represent the university at domestic and international recruitment fairs, educational institutions and exhibitions and conduct seminars and interview programs in order to recruit international students to the university and prepare written reports with recommendations
- Assess applications and make on the spot offers where appropriate
- Organize visits from agents and student groups and participate in the visits of international delegations to the University

- Provide input into the development and review of promotional materials for international student recruitment

Relationship Management

- Assist with and support the development and management of a diverse network of external contacts including agents, sponsoring bodies, educational institutions and government bodies within the region
- Ensure key contacts are kept updated on study and living information relating to La Trobe University

Legislation and Compliance

- Ensure that all activities within the team as well as those of agents and other partners comply with all relevant Australian legislation including the ESOS Act, DIBP regulations, AVCC National Code, Privacy legislation and relevant legislation of countries.

Reporting

- Generate performance data, prepare evaluation reports and make recommendations on the outcomes of recruitment activities, plans, agent performance, and contribute to the production of country and/or region market profiles and analyses on a regular basis

Key Selection Criteria may include:

- An undergraduate degree in any area relevant to the position with at least 4 years subsequent experience; or extensive experience and management expertise; or an equivalent alternate combination of relevant knowledge, training and/or experience
- Demonstrated experience in the recruitment of international students and the promotion of educational services and/or experience in the tertiary education sector in an area related to international students
- Comprehensive experience in using computer applications including databases, word processing, spreadsheets and web technology
- Proven ability to exercise initiative, to think strategically and creatively, monitor and evaluate work performance and flow and to meet deadlines in a complex and demanding environment
- High level interpersonal, communication and negotiation skills coupled with cultural sensitivity and knowledge to be able to operate independently at high levels and to achieve desired outcomes in a variety of international and cultural contexts
- Demonstrated customer service and relationship management experience across a diverse range of countries
- Experience studying or working outside of Australia and/or fluency in a foreign language
- Demonstrated ability to manage multiple stakeholders to achieve stated outcomes.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- We are **Connected**: We connect to the world outside — the students and communities we serve, both locally and globally.
- We are **Innovative**: We tackle the big issues of our time to transform the lives of our students and society.
- We are **Accountable**: We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
- We **Care**: We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

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Initials: Date: