

## POSITION DESCRIPTION

<b>Position Title</b>	Future Students Manager		
<b>Organisational Unit</b>	Marketing and External Relations		
<b>Functional Unit</b>	Future Students		
<b>Nominated Supervisor</b>	Associate Director, Future Students and Advancement		
<b>Higher Education Worker (HEW) Level</b>	HEW 8	<b>Campus/Location</b>	North Sydney, Canberra
<b>CDF Achievement Level</b>	1 All Staff	<b>Work Area Position Code</b>	TBC
<b>Employment Type</b>	Full time, Continuing	<b>Date reviewed</b>	January 2019

## ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

At ACU we pride ourselves on offering a welcoming environment for everyone. At the same time, we are a university committed to standing for something clear. We stand up for people in need and causes that matter. ACU's Mission is central to the University, and informs every area – integrating the dignity of the human person, the common good, and ethical and social justice considerations into our core activities of student learning and teaching, research and service.

We are a publicly-funded university which has grown rapidly over the past few years. We're young, but we are making our mark: ranking among the top universities worldwide. We have got seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.

We know that our people make us a university like no other. It's your values, action and passion that makes the difference. Whatever role you may play in our organisation: it's what you do that defines who we are.

We value staff, offering excellent leave and employment conditions, and foster work environments where they have the ability grow and develop. We continue to invest in our facilities and workplaces, and actively involve staff in shaping the future direction of the organisation.

In order to be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.

We hope that you might champion these values, and work with us to create a place of learning that is not only the envy of the world, but the making of it.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Education
- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Vice President drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

## **ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE**

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The Marketing and External Relations (MER) Portfolio, under the direction of the Director of MER, encompasses Communications and Creative Services, Future Students and Advancement, Digital Experience and Strategy and Planning.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events.

## **POSITION PURPOSE**

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The Future Students Manager is responsible for promoting the University in the local and regional areas to facilitate high quality applications from prospective students. The position represents the Marketing and External Relations directorate on the local campus, acting as a primary point of contact and coordinating all marketing, student recruitment and communications activities in line with national strategies and plans.

This position works with Faculties and Schools to identify student recruitment opportunities and develop local marketing and communications strategies and plans. The position briefs academic and general staff on marketing and communications activities, including national events, careers markets, school and campus visits, and liaises with Student Administration on campus.

This position is also responsible for the development and management of relationships with local stakeholders, including school principals and careers advisers, ACU staff, Faculties and Faculty Marketing Managers. The position identifies recruits and manages the Student Recruitment Officer/s and Student Ambassadors.

An important part of this role is to develop new initiatives, campaigns and strategies nationally to engage prospective students that are in line with the Student Recruitment Team Plan objectives.

## POSITION RESPONSIBILITIES

### Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

### Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences ( <a href="#">Capability Development Framework</a> )	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Develop new initiatives, campaigns and strategies to engage prospective students in line with the national future students plan objectives, with a specific focus on local market conditions.	<ul style="list-style-type: none"> <li>• Apply Commercial Acumen</li> <li>• Make Informed Decisions</li> <li>• Be Responsible for and Accountable for Achieving Excellence</li> </ul>		✓		
Develop and implement mechanisms to track and analyse the outcomes and effectiveness of local marketing, student recruitment and communications activities, including cost effectiveness.	<ul style="list-style-type: none"> <li>• Apply Commercial Acumen</li> <li>• Make Informed Decisions</li> <li>• Be Responsible for and Accountable for Achieving Excellence</li> </ul>		✓		
Manage and coordinate marketing and student recruitment activities for the local campus in line with the Enrolment Plan, national strategies and plans, including on and off-campus events e.g. University Experience, Open Day, Career Advisory Day, postgraduate and non school leaver activities.	<ul style="list-style-type: none"> <li>• Be Responsible for and Accountable for Achieving Excellence</li> <li>• Make Informed Decisions</li> <li>• Communicate with Impact</li> </ul>		✓		

Key responsibilities specific to this position	Relevant Core Competences ( <u>Capability Development Framework</u> )	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Provide advice and support to Faculties and Schools to identify opportunities, develop and implement local student recruitment strategies and plans.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Communicate with Impact</li> <li>• Be Responsible for and Accountable for Achieving Excellence</li> </ul>		✓		
Provide advice and support to stakeholders in relation to marketing strategies and student recruitment activities to further develop the local campus, to monitor the local market to identify competitor activities, opportunities or threats, to develop and maintain relationships with key external stakeholders and to build community awareness, and to advise on appropriate adjustment factors and entry schemes.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Communicate with Impact</li> <li>• Be Responsible for and Accountable for Achieving Excellence</li> </ul>		✓		
Report on student recruitment targets for the local campus, including number of visits, target schools, regions and recruitment/conversion events.	<ul style="list-style-type: none"> <li>• Be Responsible for and Accountable for Achieving Excellence</li> </ul>		✓		
Develop a contact list and maintain relationships with key external stakeholders including schools, articulation partners, school principals, careers advisers, local Catholic Education Offices, and other external stakeholders.	<ul style="list-style-type: none"> <li>• Be Responsible for and Accountable for Achieving Excellence</li> <li>• Apply Commercial Acumen</li> </ul>		✓		
Manage and train the local Future Students team and student ambassadors to represent the campus to external stakeholders at various activities in the target region.	<ul style="list-style-type: none"> <li>• Coach and Develop</li> </ul>		✓		
Coordinate the participation of local academic and other staff assisting with promotional and student recruitment activities.	<ul style="list-style-type: none"> <li>• Collaborate Effectively</li> <li>• Communicate with Impact</li> <li>• Be Responsible for and Accountable for Achieving Excellence</li> </ul>		✓		

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		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Provide timely and considered advice to prospective students, their influencers and other external stakeholders through the development and delivery of presentations, communication materials and one-on-one advice.	<ul style="list-style-type: none"> <li>• Be Responsible for and Accountable for Achieving Excellence</li> <li>• Know ACU Work Processes and Systems</li> </ul>		✓		
Develop, manage and implement the annual future students program for the campus, adapting as necessary to meet changes in the target market.	<ul style="list-style-type: none"> <li>• Be Responsible for and Accountable for Achieving Excellence</li> <li>• Apply Commercial Acumen</li> </ul>		✓		
Represent the Directorate on selected external forums and relevant campus committees as required.	<ul style="list-style-type: none"> <li>• Collaborate Effectively</li> <li>• Know ACU Work Processes and Systems</li> <li>• Communicate with Impact</li> </ul>		✓		
Liaise with other areas of the Directorate including, the Communications team in relation to communications activities, specifically key messages, priority courses, sourcing student profiles; the future students team in relation to new strategies and activities; the Digital team to develop new strategies to engage prospective students.	<ul style="list-style-type: none"> <li>• Collaborate Effectively</li> </ul>			✓	
Maintain consistency of the University's brand across all student recruitment communications to ensure compliance with the University's Brand policy.	<ul style="list-style-type: none"> <li>• Live ACU's Mission, Vision and Values</li> </ul>		✓		
Coordinate and implement communications strategies and plans for the local campus to promote the University to current and prospective students, graduates, employers and community groups in line with national strategies and plans and to influence the perception of external stakeholders to see ACU as a nationally competitive, first preference University.	<ul style="list-style-type: none"> <li>• Communicate with Impact</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>		✓		

## HOW THE ROLE OPERATES

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### Financial Management

- Prepare and manage the financial budget for the team
- Monitor administration and overhead budgets for the team
- Ensure compliance with University processes and procedures in relation to management of financial dealings, including all arrangements with external parties and following appropriate University procurement policies.

### Team Management

- Manage and provide direction to staff to support the delivery of services and goals.
- Review and provide feedback to staff on performance.
- Provide opportunities for staff to engage in professional development activities.
- Seek personal performance feedback and opportunities for further learning and professional development.
- Communicate across the Directorate to coordinate efforts, facilitate cross-functional involvement and learning, and encourage ongoing improvement.
- Implement ACU's Human Resources policies and procedures.

### Key Challenges and Problem Solving

- Manage large, geographically dispersed markets to ensure a constant and consistent presence with external stakeholders, including schools, media and other key influencers.
- Build community awareness of the local campus and its offerings, in a variety of ways that increases the campus profile and interest from prospective students.
- Coordinate a consolidated approach to student recruitment nationally

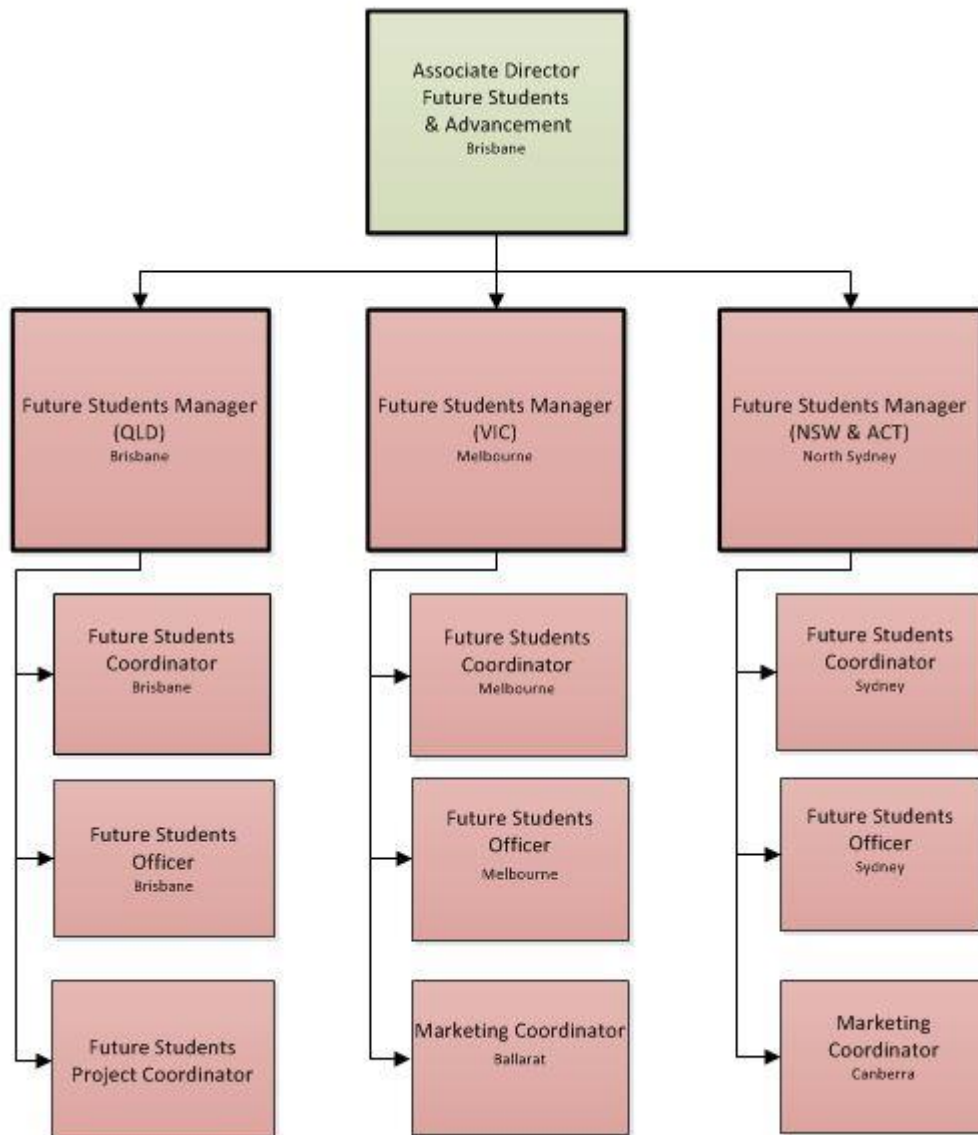
### Decision Making / Authority to Act

- The position holder has full autonomy in the day-to-day management of student recruitment matter at the local campus, and defers to the Associate Director for more complex national matters.
- This position holder has substantial autonomy in developing new initiatives, campaigns and strategies to engage with prospective students locally and nationally.
- The position holder initiates and responds to enquiries, issues and opportunities from external stakeholders on a daily basis, drawing on their knowledge and a variety of resources from across the University.
- The position gives recommendations to the Future Students Team, Associate Director and senior stakeholders with regards to the development of campaigns and strategies and provides advice in response to market trends.

### Communication / Working Relationships

- The position holder communicates with internal and external stakeholders, including school principals, career practitioners, prospective students/parents, faculty staff members, faculty marketing managers, Associate Vice-Chancellors and other universities to provide timely, appropriate and considered advice on course offerings.
- The position holder is required to communicate internally with all local campus staff, including the Associate Vice Chancellor, to collaborate and advise on key campus events and other marketing and student recruitment strategies and activities.

## Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

## SELECTION CRITERIA

### Qualifications, skills, knowledge and experience

1.	Completion of, or progress towards, postgraduate qualifications in a related field and extensive relevant experience; or extensive experience and management expertise; or an equivalent combination of relevant experience and/ or education/ training.
2.	Demonstrated experience developing and managing future student recruitment programs that support organisational goals and meet agreed performance targets, preferably within the higher education sector
3.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
4.	Understanding of the business environment in which ACU operates and demonstrated ability to adopt an organisational wide point of view to seize opportunities and improve commercial viability.
5.	Demonstrated experience coaching and developing others through setting clear expectations, managing performance and developing required capabilities to establish a culture of learning and improvement.
6.	Demonstrated commitment to delivering stakeholder centric services and keeping stakeholder interests at the core of business decisions to achieve organisational objectives and service excellence. See the <a href="#">ACU Service Principles</a> .
7.	Demonstrated ability to communicate with impact and purpose to gain the support of others and negotiate for mutually beneficial outcomes.
8.	An ability to take personal accountability for achieving the highest quality outcomes through an understanding of organisational context, self-reflection, and aspiring to and striving for excellence.
9.	Demonstrated commitment to delivering stakeholder centric services and keeping stakeholder interests at the core of business decisions to achieve organisational objectives and service excellence. See the <a href="#">ACU Service Principles</a> .
10.	Current driver's licence.

### Other attributes

11.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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### Special requirements

Must have and maintain current drivers license. Some flexibility in working hours is required to attend events and activities held outside standard business hours and at offsite locations. Some local and interstate travel may be required.