



Position Description

Conversion Specialist

Admissions and Conversion

Division of Students

Classification Level 5

Delegation band [Delegations and Authorisations Policy \(see Section 3\)](#)

Special conditions N/A

Workplace agreement [Charles Sturt University Enterprise Agreement](#)

Date last reviewed 4 October 2018



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 senior leaders will be required to contribute to the success of the university strategy including meeting the eight-key university key performance indicators:

Our Students	Commencing Progress Rate Student Experience
Our Research	Research Income Research Quality and Impact
Our People	All Injury Frequency Rate Engagement
Our Social Responsibility	Underlying Operating Result Community and Partner Sentiment



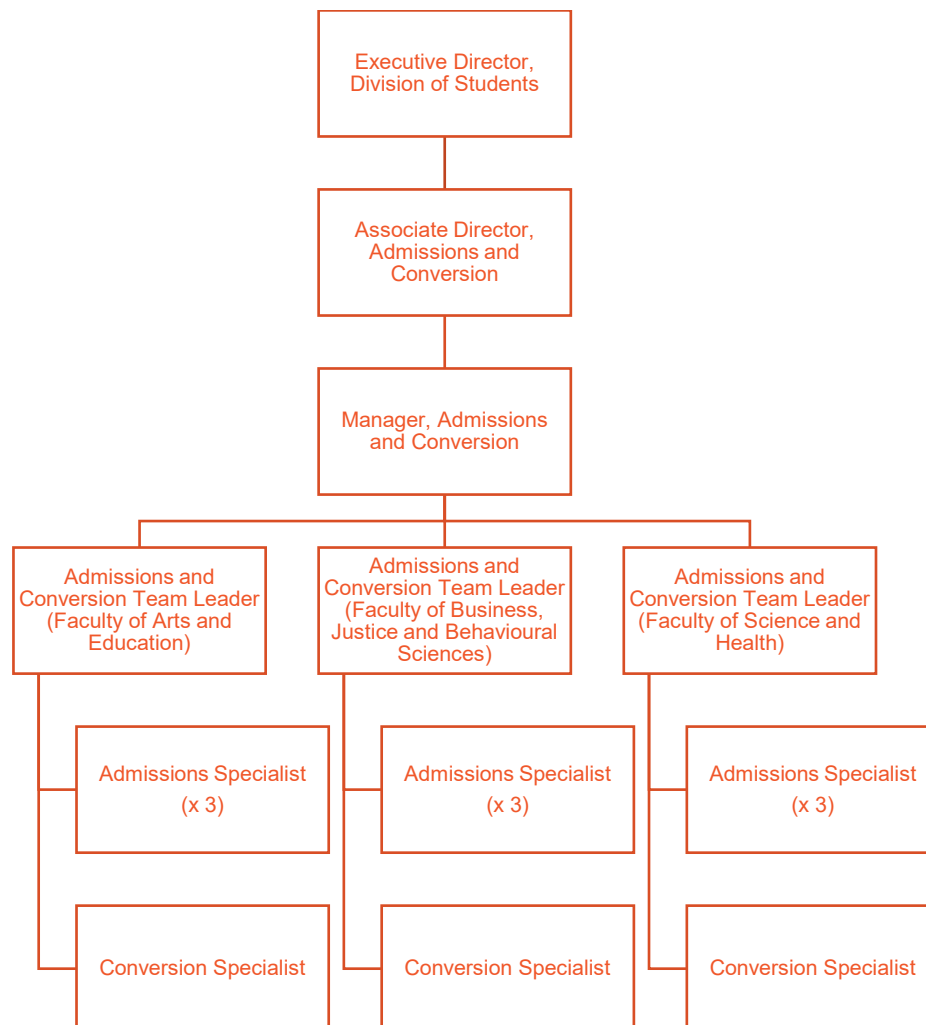
Division of Students

Admissions and Conversion Group

The Division of Students leads the university's sales and student recruitment, admissions, events, student administration and centralised student enquiry functions. The Division is service focused, innovative and results driven with a student-oriented mindset. The function is comprised of a Sales and Student Recruitment, University Events, and Experience Group, Scholarships Group, Admissions and Conversion Group, Student Administration Group and Student Central Group.



Organisational chart



Reporting relationship

This position reports to: Admissions and Conversion Team Leader

This position supervises: N/A

Key working relationships

- Staff from Admissions and Conversion
- Staff from across the Faculties
- Faculty Marketing Business Partners



Position overview

The role of the Conversion Specialist is to use an account management approach to guide prospective students through their conversion from applicant to student, providing an outstanding customer experience, while nurturing productive relationships.

The role demands an agile and proactive approach, analysing prospect requirements, identifying barriers, and providing guidance and solutions. Through genuine engagement with prospects, you will foster confidence, connection with CSU and partnerships to assist in driving recruitment for the University to increase acceptance rates.

Principal responsibilities

- Apply an account management and sales approach to engage and manage applicants from offer to census, identifying barriers and delivering solutions to support increased conversion rates.
- Monitor acceptance rates and gather feedback and data from future students to assist in identifying solutions to develop and deliver the optional acquisition journey.
- Represent CSU professionally and as a quality education provider, by undertaking a proactive approach to engage with future students and ensure a seamless and personalised customer experience.
- In an environment of constant change, maintain a comprehensive knowledge of CSU services, activities, and functions relevant to prospective students
- Achieve or exceed against set individual and team key performance indicators (KPIs) and focus efforts to meet recruitment targets.
- 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.
- Develop professional networks internally and externally and maintain outcome focused relationships to ensure positive communication flow regarding courses, information, and processes.
- Actively participate in the creation of an environment of continuous improvement through the identification of process/procedure improvements and identifying ways of exceeding internal and external customer expectations.
- Actively contribute to a team environment that fosters and develops effective working relationships and collaborative work practices.
- Other duties appropriate to the classification as required.



Role-specific capabilities

Focus on service	Strive to meet needs and exceed expectations of our students, communities, and colleagues (performance focus, quality outcomes, student welfare, equity, and conduct).
Live our values	Uphold the Charles Sturt University values daily in our own behaviours and interactions with others.
Listen closely	Dig deep to understand others, using self-insight to build team spirit and recognise efforts.
Follow instructions and procedures	Follow procedures and instructions, time keep, show commitment, keep to safety and legal guidelines.

Physical capabilities

- Work in other environments beyond your base campus, such as other campuses.
- On occasion drive a university 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.
- Possess the physical ability to carry out shelving duties, such as frequent bending, reaching/stretching, squatting and repetitive lifting.



Selection criteria

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

Essential

- A. Completion of a degree without subsequent relevant work experience as a graduate upon appointment; or completion of an associate diploma with a range of experience, including at least 2 years subsequent relevant work experience; or completion of a certificate and extensive subsequent relevant experience; or an equivalent level of knowledge through other combination of education, training and/or experience.
- B. Demonstrated understanding of the sales discipline and account management practice for application in marketing context.
- C. Excellent written and verbal communication skills, including the ability to convey complex information and demonstrate professionalism and confidence.
- D. Demonstrated ability to foster and manage relationships and expectations, with strong influencing and closing skills and a thorough knowledge of the complex set of rules and procedures that relate to the future student journey.
- E. Demonstrated analytical and problem-solving skills, using account management principles, to seek process improvement and increase sales (student conversion) targets.
- F. Strong organisational skills and the ability to prioritise multiple tasks, meet key performance indicators and contribute to a positive team culture.

