

Position Description

Senior Recruitment Officer (Undergraduate)

Position No:	567217
Business Unit:	DVC Future Growth
Division:	Recruitment and International Operations
Department:	Domestic Student Recruitment
Classification Level:	Higher Education Officer Level 6 (HE06)
Employment Type:	Full-time, Fixed-term
Campus Location:	Melbourne (Bundoora)
Other Benefits:	http://www.latrobe.edu.au/jobs/working/
Further information about:	benefits

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

Position Context/Purpose

The Senior Recruitment Officer (Undergraduate) is responsible for building strong relationships on behalf of the University to achieve its strategic goal of recruiting high quality domestic and international applications throughout Australia.

This will encompass developing new and managing existing relationships with secondary schools, partner organisations, and prospective students. It will also lead a range of student recruitment initiatives and projects as well as driving key strategic priorities.

Domestic Student Recruitment is responsible for implementing an acquisition and conversion strategy on behalf of the University to achieve its strategic goal of recruiting high quality applications. This includes management of course enquiries, business development, facilitation of direct admissions and alternative entry schemes and the delivery of undergraduate and postgraduate student recruitment across Australia.

The Recruitment and International Operations Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

Duties at this level will include:

- Perform effective undergraduate student recruitment across the university, involving liaison with internal and external stakeholders as required. This includes driving the planning and organisation of key activities and projects to meet undergraduate student recruitment objectives.
- Develop and strengthen existing and new relationships with career practitioners and teachers from key feeder and target secondary schools.
- Implement key student recruitment programs including the engagement with secondary schools, educational pathway providers, education and career exhibitions, and innovative recruitment tactics to improve lead generation and consideration of choosing La Trobe
- Contribute to undergraduate student recruitment meetings including core working groups that develop marketing and student recruitment tactics primarily targeted at domestic undergraduate students.
- Applies appropriate expertise and uses judgement to make decisions where solutions are not obvious, to deliver professional services to meet customer requirements.
- Undertake project management duties in accordance with University processes and requirements and ensure project outcomes are aligned to strategic organisational goals.
- Contribute to a team environment that fosters and develops effective working relationships, collaborative work practices, consideration for colleagues and valuing the contribution of others.
- Other duties as requested by the Manager, Domestic Recruitment (Undergraduate) that are commensurate with the classification of this position and with the knowledge skills and training of the incumbent.

Essential Criteria

Skills and knowledge required for the position

- A Degree with subsequent relevant experience preferably in marketing, business or communications to consolidate the theories and principles learned, or extensive experience, leading to either the development of specialist expertise or to the development of broad knowledge in marketing and sales, or an equivalent alternate combination of relevant knowledge, training and/or experience.
- Demonstrated depth or breadth of expertise developed through extensive relevant experience and application.

- Demonstrated ability to gain a conceptual understanding of relevant policies, procedures or systems and interpretation in the application of policy and/or precedent.
- Ability to innovate and take responsibility for outcomes.
- Demonstrated ability to set priorities and monitor workflows within own area of responsibility.
- Demonstrated capacity to organise work effectively and efficiently and deliver outputs in a timely manner.
- Demonstrated ability to work independently, follow established procedures with limited supervision and contribute positively to an effective team.
- Excellent communication and interpersonal skills, with a demonstrated customer service focus and solution orientated approach.

Desirable knowledge

- Recent experience in course/career-related information provision, preferably to senior secondary students.
- Knowledge of current senior secondary and tertiary entrance requirements and procedures.
- Experience of Salesforce Customer Relationship Management (CRM) platform.

Capabilities required to be successful in the position

- Ability to work collaboratively, demonstrate inclusivity and tailor communication in a way that is meaningful to the audience – consistently modelling accountability, connectedness, innovation and care.
- Demonstrated creative and critical thinking, ability to generate ideas to solve local problems and recommend improvements to current work practices.
- Ability to demonstrate self-awareness, see things from another person's perspective and actively seek out and act on feedback to improve knowledge, skills and behaviour.
- Ability to make sense of data to inform decision-making – building a culture in which staff members actively contribute to the continuous improvement of local practices.

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.
- Holds a current Victorian driver's license.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



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 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 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