

Position Title	Future Students Officer
Classification	Level 5
School/Division	Brand, Marketing and Recruitment
Centre/Section	Future Students
Supervisor Title	Team Leader Operations
Supervisor Position Number	FSR 315286, 316616
Position Number	FSR 314504, 314509, 314510, 314511,315273, 315274, 316619, 316620,316621,315020

Your work area

The Brand, Marketing and Recruitment (BMR) division provides organisational wide brand strategy and ongoing brand management, strategic marketing and planning, marketing communications activities; digital communication, research and segmentation. BMR provides sales and marketing planning and campaign assistance to help attract and recruit students. Marketing and recruitment activities planned and implemented by the BMR team are designed to help achieve the University strategic goals of brand and reputation building and attracting domestic and international students to study at UWA.

The Future Students team within BMR Division provides strategic student recruitment direction and management for the university. The Future Students unit will include a consolidated student contact centre that brings together the recruitment operations for international and domestic markets to achieve greater capability and focus on student recruitment. Our future student needs across all markets will be catered for by providing professional consulting advice for domestic and international undergraduate, domestic and international postgraduate and international product enquiries.

Reporting structure

Reports to: Team Leader, Operations

Your role

The Future Students Officer under the supervision of the Team Leader, Operations, represent the University, will provide front line course advisory service to prospective students as part of the Future Students Service Centre. Appointees will also fulfil a variety of administrative tasks and roles within the Future Students Service Centre.

Your key responsibilities

Provide quality advice in response to complex and diverse enquiries from students and key influencers about the University, its courses, pathways and entry requirements by phone, email, face-to-face and online, with a view to increasing applications

Maintain up-to-date knowledge of courses and programs across all disciplines offered by UWA

Contribute to the development of a variety of student recruitment strategies

Maintain information in a CRM database to record and generate leads

Actively convert the student into successful acceptance through a systematic sales pipeline approach that is aimed at maximising the conversion of students to enrolments.

Assist the Team Leader, Operations in the administration and management of a number of University projects and policies

Other duties as directed

Your specific work capabilities (selection criteria)

Relevant tertiary qualification or demonstrated equivalent competency

Highly developed written and verbal communication skills, strong interpersonal skills, the ability to work with a range of people from different cultural and educational backgrounds, and of different age groups

Ability to work independently, show initiative and work productively as part of a team

Proficiency in a range of computing skills including word processing, spreadsheets, databases, internet and email

Highly developed organisational skills and demonstrated ability to set priorities and meet deadlines

Broad knowledge of education systems; university admission requirements, policies and procedures

High level customer service, including understanding the needs of customers and exceeding their expectations

Special requirements (selection criteria)

Requirement to work during the Christmas/New Year UWA Shutdown period

Occasional weekend work

Some after-hours work may be required

Current "C" class driver's licence

Current Working with Children Check

Able to fit the physical requirements of the position

Compliance

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

The University's Code of Conduct hr.uwa.edu.au/policies/policies/conduct/code/conduct

Inclusion and Diversity web.uwa.edu.au/inclusion-diversity

Safety, health and wellbeing safety.uwa.edu.au/