



**Australian
National
University**

Position Description

College/Division:	Division of Marketing & Student Recruitment
Faculty/School/Centre:	
Department/Unit:	International Student Recruitment
Position Title:	International Student Recruitment Officer
Classification:	ANU6/7 (Administration)
Position No:	
Responsible to:	Deputy Manager, Future Students (International)
Number of positions that report to this role:	Nil
Delegation(s) Assigned:	D8

PURPOSE STATEMENT:

The International Student Recruitment Officer contributes to the formulation and implementation of strategies, relationships and plans, with the aim of attracting international applications and enrolments for all ANU programs. ANU is seeking to diversify its international student cohort and this supports the attraction and conversion of prospective international students from a range of agreed growth markets.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The International Student Recruitment Officer plays a key role in developing and implementing marketing/communication strategies to recruit students into ANU programs from specified markets. International Student Recruitment (ISR) staff work closely with colleagues in other areas of the Division, in particular with the Domestic Student Recruitment Team, as well as internal University stakeholders such as those in academic Colleges. ISR leads the development of strategic and operational recruitment plans aligned with the University's goals and priorities.

Role Statement:

Under the general direction of the Deputy Manager, Future Students (International), the International Student Recruitment Officer will:

- Contribute to the development and implementation of region and channel-focused recruitment and communication strategies and plans aligned with wider University recruitment objectives.
- Coordinate outreach activity in defined markets to achieve student recruitment targets and conversion rates.
- Develop excellent working relationships with University representatives on- and offshore, including with strategically important education agents and high school counsellors.
- Generate original market intelligence and use existing market data to identify activities for effective international student recruitment through international campaigns.
- Participate in education fairs, student events and seminars in allocated markets and at events onshore as appropriate. This will include the ongoing assessment of the success of events and in- country activity carried out.
- Co-ordinate activities for effective international student recruitment through international campaigns and recruitment events, including acting as the single point of contact between key relationships in those markets and academic College colleagues at ANU.
- Maintain central databases of relevant regional key contacts and University representatives.
- Assist with the production of electronic and print publications and other marketing/advertising opportunities both internally and externally, in cooperation with the ANU Marketing Office.
- Cultivate and maintain collaborative working relationships with external stakeholders and internal stakeholders (including those in academic Colleges and administrative areas).
- Undertake extensive travel on behalf of the University.

- Undertake other duties commensurate with the classification of the position.

SELECTION CRITERIA:

1. A degree in a relevant field with demonstrated experience in a complex organisation or an equivalent combination of experience and education/training. Experience in the higher education sector would be highly regarded.
2. Demonstrated understanding of the higher education sector, in particular the international education market, including an understanding of admissions requirements and government regulations for international students.
3. Demonstrated interpersonal and communications skills and the ability to deliver oral presentations to diverse audiences. Proven experience in liaising with stakeholders, including the ability to develop and maintain constructive relationships with a wide range of people from different cultures and levels while representing the University.
4. Demonstrated analytical and problem-solving skills, with a proven ability to use initiative, investigate issues, collect and analyse data and to make evidence-based decisions.
5. Proven ability to work well within a team environment as well as to independently organise work priorities, multiple projects and meet tight deadlines. Experience planning and delivering events open to the public would be highly regarded.
6. High proficiency in the use of computer-based, office information systems, in particular, spreadsheets, databases, web applications and word processing. Proven experience using social media and digital marketing platforms in a work environment.
7. Competency or fluency in a major world language other than English would be highly regarded.
8. A demonstrated high level of understanding of equal opportunity principles and a commitment to the application of EO policies in a university context and a strong understanding of cross-cultural issues.

Supervisor/Delegate Signature:		Date:	
Printed Name:		Uni ID:	

References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)



Pre-Employment Work Environment Report

Position Details

College/Div/Centre	Division of Marketing & Student Recruitment	Dept/School/Section	International Student Recruitment
Position Title	International Student Recruitment Officer	Classification	ANU 6/7 (Administration)
Position No.		Reference No.	

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

- This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
- This form is used to advise potential applicants of work environment issues prior to application.
- Once an applicant has been selected for the position consideration should be given to their inclusion on the University's Health Surveillance Program where appropriate – see . http://info.anu.edu.au/hr/OHS/___Health_Surveillance_Program/index.asp
Enrolment on relevant OHS training courses should also be arranged – see http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see 'Employment Medical Procedures' at http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp

Potential Hazards

- Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a **regular** or **occasional** part of the duties.

TASK	regular	occasional	TASK	regular	occasional
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
catering / food preparation	<input type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>			
NON-IONIZING RADIATION			IONIZING RADIATION		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
CHEMICALS			BIOLOGICAL MATERIALS		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
OTHER POTENTIAL HAZARDS (please specify):					

Supervisor's Signature:		Print Name:		Date:	
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