

### Details

Area	Partnerships Portfolio
Team	Marketing / Future Students
Location	Warrnambool campus
Classification	HEW level 6
Manager Title	Manager, Future Student Engagement

### Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

[Strategic Plans – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

### Overview

The Senior Officer, Future Student Engagement, is responsible for actively promoting Deakin courses and programs to prospective undergraduate and postgraduate students and their key influencers. The position will represent Deakin at face to face and digital future student events and provide excellent customer service and accurate information about courses, programs and application processes.

The position supports the work of the entire team in the coordination and delivery of a broad range of future student engagement strategies, events, school visits and activities. This includes communications, presentations, campus tours, school and career expos. In addition, the role is responsible for establishing and maintaining excellent relationships with a network of secondary school careers advisors and key internal stakeholders to understand business needs and deliver customer focused and effective services.

Reporting to the Manager, Future Student Engagement the (role) will be work towards the following:

- Develop and implement practical, accessible solutions based on stakeholder needs.
- Plan and prioritise work and critical activities appropriately and recognise barriers to achieving outcomes, finds practical ways to deal with them and evaluates progress.
- Seek feedback from clients regarding their satisfaction and perspective with products or services received, respond to feedback with openness and transparency and seek to identify ways to serve the customer better.
- Provide ethical advice to clients that address underlying issues, promoting value-adding insights.
- and recommendations
- Establish and demonstrate a high level of learning, energy and commitment and maintain personal integrity and make decisions consistent with university values.
- Strive for excellence and regularly consult with clients to clarify who requires the information, the purpose for which it is required, criteria for success and where and when advice and recommendation is required.
- Communicate with confidence using examples and the most appropriate influencing technique for a given situation to increase understanding and support.

### Accountabilities

- Prioritise work and critical activities, evaluate progress, recognise barriers to achieving outcomes and find effective ways to deal with them.
- Proactively identify opportunities for improvement and take action and actively seek feedback from colleagues and stakeholders on things that are working well and areas for improvement.
- Act as a coach, work with team members to facilitate growth and development and proactively offer support, help and advice to others within and across teams.
- Build rapport with people outside of immediate team in ways that are respectful and inclusive of others and demonstrate an understanding of how all the different areas of the University interrelate and how own area fits in
- Modify behaviour based on self-awareness and feedback to improve personal impact. Focus on personal emotional wellbeing. Adapt well to change and displays a positive outlook in stressful situations.
- Actively seek information to better understand the customer's perspective, follow through and deliver on promises, respond to feedback with openness and transparency and seek to identify ways to better service the customer.
- Build productive relationships with a diverse range of potential students or stakeholders and communicate with confidence using examples to increase understanding and support.

### Selection

- A Degree with subsequent relevant experience; or
- Extensive experience and specialist knowledge or broad knowledge in technical or administrative fields; or
- An equivalent combination of relevant experience and/or education/training.
- Experience in one or more of the following fields: marketing, student recruitment, communications, account management, events or related areas.
- Experience project managing activities or programs of work to achieve key objectives.
- Superior interpersonal, verbal and written communication skills, including confidently addressing both large and small audiences.
- Experience managing a CRM system to track and report on account management programs and activities and advanced ability to use the wider Microsoft suite, including PowerPoint and spreadsheets.

### Capabilities

- **Growth Mindset** open to learning and new experiences, invests in development.
- **Communicates** engages others through persuasive and influential communication.
- **Collaborates** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
- **Engages Other** establishes effective relationships to achieve shared goals.
- **Plans work** plans the delivery of work while balancing priorities and resources.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.

### Special Requirements

- This position requires the incumbent to work outside business hours.
- This position will require the incumbent to regularly travel within Victoria, domestic and/or international to attend conferences, events and to represent the university.
- This position requires the incumbent to hold a current Working with Children Check

**Note** The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.