

## POSITION DESCRIPTION

Position Title	Director, Future Students
Business Unit:	Office of PVC Future Students
Appointment Level:	Senior Manager Level 1
Reporting To:	Pro Vice-Chancellor (Future Students)
Position No:	TBC

## THE UNIVERSITY OF CANBERRA

The University of Canberra is a young University anchored in the national capital. UC works with government, business and industry to serve our communities and nation. UC challenges the status quo always pursuing better ways to teach, learn, research and add value – locally and internationally. Distinctive by Design, UC is the University for the Professions.

The University's purpose is to provide education which offers high quality transformative experiences to everyone suitably qualified; to engage in research which makes an early and important difference to the world around us; and to contribute to the building of just, prosperous, healthy and sustainable communities.

Our Shared Plan has five interconnected streams of strategic intent that will drive our quest to shape UC into a globally prominent institution of learning, research and public engagement. This will empower our diverse people to drive our core missions of distinctive teaching and research in an enriched living-learning environment encompassing our Canberra campus and global locations.

## BUSINESS UNIT OVERVIEW

The Future Students Office is responsible for managing and coordinating the prospective student journey from first enquiry to enrolment. It has a recruitment and conversion focus, aimed at identifying and supporting aspiring UC applicants and nurturing them through the process. The Office is tasked with ensuring a seamless and integrated experience is provided to all prospective students, using technology and business processes that are focused on the needs and expectations of the students and other key participants.

The Future Students Office works closely with relevant internal and external stakeholders to deliver a best of breed service aimed at identifying, engaging with and converting future UC students to current UC students. It does this to help extend the reach and impact of the University's teaching and learning offering locally, nationally and globally in addition to driving its growth ambitions.

## POSITION PURPOSE

The Director, Future Students is responsible for leadership, direction and delivery to a high standard, of University-wide student recruitment, admission, scholarship and global mobility services. The Director is responsible for ensuring Faculty and University priorities are delivered to enable load and student revenue targets to be met. The Director is also responsible for the effective management of the University's offshore representatives and the maintenance of external relationships, such as international agents. This role will provide

leadership and expertise for student recruitment and admissions and will develop, maintain and remediate where necessary, effective working relationships with senior leaders to ensure high quality and timely service delivery outcomes.

Reporting to the Pro Vice-Chancellor (Future Students), the Director, Future Students acts with considerable autonomy and self-direction in the execution of the role. Leadership is a core element, as it contributes to the wider leadership of the Portfolio and facilitates deep engagement with the Pro Vice-Chancellor (Future Students) in carrying out their institutional role.

The role has a high level of accountability and is responsible for the outcome of decisions and actions taken and exercises judgement, risk assessment and mitigation skills, and significant problem-solving skills to achieve outcomes that may have wide-reaching and significant impact to the University. The position requires extensive engagement and collaboration with internal and external stakeholders.

## PRIMARY RESPONSIBILITIES

The occupant of this position will be required to:

- Drive the strategic direction of the University's end to end student recruitment, admissions, scholarships and bursaries and global mobility functions including input into future students strategy and planning, market intelligence, student recruitment, admissions, scholarships, compliance and reporting related to recruitment and admissions and managing recruitment related external relationships.
- Lead the development, innovation and continuous improvement of the University's student recruitment and admissions processes and practices.
- Develop committee papers and reports to inform decision-making with respect to opportunities and strategies related to student recruitment, admissions, scholarships or global mobility.
- Provide practice leadership across the function to drive and coordinate student recruitment and admissions activities domestically and internationally for University-wide priorities.
- In conjunction with the Pro Vice-Chancellor (Future Students), work closely with the University Executive and the Portfolios to ensure alignment of recruitment and admissions activities and external relationships with key University priorities.
- Lead the proactive delivery of Future Student services and ensure alignment of services and programs with the University Strategic Plan and University objectives.
- Ensure alignment with services delivered elsewhere in the University to support future students, including the onboarding of commencing students.
- Take accountability for business ownership of student recruitment and admissions systems including contribution to system planning and project execution.
- Ensure that the area has people with the skills, capabilities and tools necessary to meet service delivery expectations now and into the future. Effectively lead, motivate and manage staff to achieve goals. Provide clear performance expectations, regular feedback and document performance outcomes. Develop business capability plans, including succession plans.

- Ensure key stakeholders are informed on events and initiatives related to the student recruitment and admissions annual cycle.
- Through regular external benchmarking and liaison with senior stakeholders at other universities and relevant industry bodies, ensure that the student recruitment and admissions offering at the University is efficient and effective an aligned with best in sector standards.
- Oversee compliance and quality assurance management in relation to student recruitment and admissions consistent with the requirements set out under the University's risk management frameworks, including Education Services for Overseas Students framework.
- Ensure student recruitment and admissions services contribute to relevant University targets, including cost containment targets, through use of analytics, client reporting, and performance metrics and tracking
- Participate as an active member of the Academic Portfolio Leadership Team, promoting a culture of team, collaboration, a business partnering approach, and high-performance best practice and excellence in service design enhancement, ensuring appropriate alignment of resources to University priorities and divisional business needs.

## KEY CAPABILITIES

Key Capabilities	Descriptors
1. Effective Communication	1.1 Adjusts message and delivery appropriate to audience. 1.2 Listens to others and effectively communicates ideas. 1.3 Produces accurate and effective information in a timely and efficient manner. 1.4 Influences and negotiates persuasively.
2. Digital Literacy and Innovation	2.1 Demonstrates the ability to work fluently across a range of tools, platforms and applications to achieve complex task. 2.2 Demonstrates the capacity to adopt and develop new practices with digital technology in different settings; to use digital technologies in developing new ideas, projects and opportunities. 2.3 Incorporates digital literacy skills into own learning and the learning of others e.g. students, peers, supervisees. 2.4 Appreciate the legal, ethical and security guidelines in the management, access and use of data.
3. Collaboration	3.1. Creates opportunities for communities of work colleagues. 3.2 Looks beyond self and immediate team to add value to the whole University. 3.3 Develops relationships with external parties. Seeks and acts on opportunities to connect external parties and customers to the University. 3.4 Influences and negotiates persuasively.
4. Delivers results	4.1 Delivers on agreed outcomes and escalates issues as appropriate. 4.2 Identifies opportunities to improve processes and takes opportunities to problem solve to deliver outcomes. 4.3 Responds effectively to changing circumstances and prioritises effectively.
5. Business Acumen	5.1 Understands the purpose of own position and how this contributes to the objectives of the University.

	5.2	Manages resources effectively.
	5.3	Understands the commercial context the University operates in and takes every opportunity to identify and convert commercial outcomes (sales).
6.Leadership	6.1	Proactively addresses challenging issues and takes responsibility for seeing issues through. Assists team members to recognise barriers and overcome them.
	6.2	Connects the University Strategic Plan with the business unit and reinforces connections with other staff.
	6.3	Builds and communicates a clear and compelling path for others to choose to be committed and engaged.
	6.4	Champions and role models effective change while working to engage and enthuse others to embrace a vision of change.

Note: This position requires a skill level that assumes knowledge or training equivalent to graduate qualifications, or extensive relevant experience, or an equivalent combination of relevant experience and/or education/training.