



## Position Description

### Marketing Sales and Student Recruitment Advisor

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<b>Position No:</b>	50135461
<b>Business Unit:</b>	Deputy Vice Chancellor (Global and Regional)
<b>Division:</b>	Recruitment and international Operations
<b>Department:</b>	Domestic Recruitment and Conversions
<b>Campus/Location:</b>	Melbourne (Bundoora)
<b>Classification:</b>	Higher Education Officer Level 7 (HEO7)
<b>Employment Type:</b>	Full-time, Fixed term
<b>Other Benefits:</b>	<a href="http://www.latrobe.edu.au/jobs/working/benefits">http://www.latrobe.edu.au/jobs/working/benefits</a>

Further information about:

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

Jobs at La Trobe - <http://www.latrobe.edu.au/jobs>

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**For enquiries only contact:**

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## **Position Context / Purpose**

The Marketing Sales and Student Recruitment Advisor is responsible for building strong relationships on behalf of the University, and within the University, to achieve its strategic goal of recruiting high quality students throughout Australia. This will include recruitment of students directly at secondary schools and events, with a focus on copy writing for newsletters, eDMs and web copy, as well as coordinating strategic projects and programs of work.

Sales and Customer Experience is responsible for implementing an acquisition and conversion strategy on behalf of the University in order to achieve its strategic goal of recruiting high quality domestic 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 Marketing and Recruitment 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 include but are not limited to:**

- Coordinate and roster casual staff in student ambassador workforce, including the provision of feedback and training.
- With the Manager, Operations, make decisions regarding the best use of casual staff to support the operation of the Sales and Customer Experience department.
- Curate and write content for regular monthly communications to our student leads and key school and industry partners.
- Provide ongoing analysis of competitor activity, including recruitment strategies, ATAR activity, development of new courses and enrolment patterns.
- Produce regular reporting on success measures for recruitment activities.
- Support the execution of strategically targeted sales activities as assigned by the Manager, Operations.
- Represent the University at selected career markets, secondary schools and exhibitions targeting domestic students.
- Develop a thorough knowledge of the La Trobe suite of courses, entry requirements, pathways and entry schemes to provide advice to prospective students.
- Actively contribute to a team environment that fosters and develops effective working relationships, collaborative work practices, consideration for colleagues and valuing the contribution of others.

### **Key Selection Criteria**

#### **ESSENTIAL**

- An undergraduate degree, preferably in communications or marketing, with subsequent relevant experience or an equivalent combination of training and experience.
- High level verbal communication skills, including effective presentation skills, including the ability to develop and deliver presentations to a range of audiences.
- Excellent written communication skills, including a demonstrated ability to edit text and/or web-based publications.
- High level interpersonal skills, including the ability to liaise with academic staff, secondary school representatives, members of the public and secondary students.

- Proven ability to deliver outstanding customer service to support all internal and external stakeholders.
- Ability to generate reports, interpret data and inform data driven decisions.
- Willingness to travel and work outside normal office hours, including evening work and overnight travel.
- Willingness to undertake frequent manual tasks including loading and unloading boxes of publications, banners and other promotional materials.

#### **DESIRABLE**

- Knowledge of current tertiary entrance requirements and procedures.
- Knowledge of Salesforce, InDesign and Word Press.

#### **Capabilities required to be successful in the position:**

- 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 work collaboratively, recognise the value of diversity and model accountability, connectedness, innovation and care.
- Ability to think creatively, explore new ideas and respectfully challenge existing practices in order to improve current ways of working.
- Ability to implement improvements to local processes.

#### **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.

#### **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**

Whilst all positions in this team are campus based, with the expectation of working from a La Trobe campus on a regular basis, we do 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.

Our success can be attributed to its strong sense of community. We have a long-standing commitment to diversity, inclusion and social justice; we are committed to providing a workplace where all staff feel valued, respected and supported to achieve their full potential. We strive to build a workplace where all employees of diverse backgrounds, abilities, experiences, sexuality, gender, religion and age are welcome, valued, respected and one that is representative of our community. We demonstrate our cultural qualities by holding ourselves accountable and creating a culture of trust and innovation while genuinely caring for one another.

**La Trobe's Cultural Qualities:**

**WE ARE  
CONNECTED**



We are **connected** to each other and the communities around us. We engage with those communities to learn from our past, inform our present and impact our future.

**WE ARE  
INNOVATIVE**



We are **innovative** in tackling the most important issues of our time. We are inquisitive and seek to develop new ideas that positively impact the way we work and the world around us.

**WE ARE  
ACCOUNTABLE**



We are **accountable** for what we do and share a commitment to excellence. We are courageous and respectful in the way we hold ourselves and each other to account.

**WE  
CARE**



We **care** about what we do and value the power of education and research. We care about each other and strive to create a safe and inclusive community.

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For Human Resource Use Only

Initials:

Date: