



Charles Sturt
University

Position Description



Re-Engagement Project Officer

Division of Students

Re-engagement Pilot Team

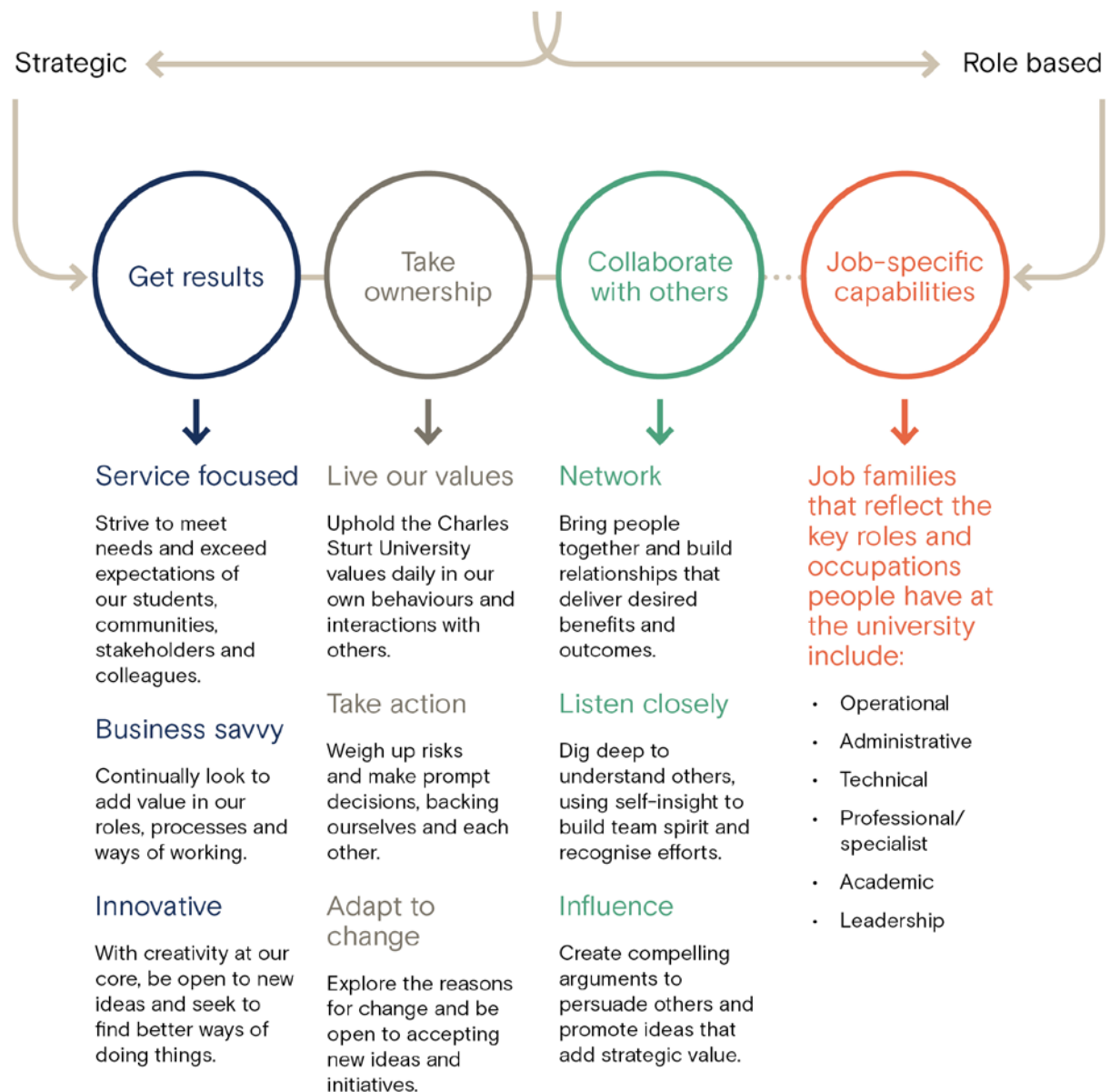
Classification	Level 6
Delegation Band	Delegations and Authorisations Policy (see Section 3)
Hours per Week	35 hours
Nature of Employment	Fixed term
Workplace Agreement	Charles Sturt University Enterprise Agreement
Date Last Reviewed	April 2021

Division of Students

The Division of Students leads the university's student recruitment, acquisition and conversion strategy in order to achieve the goal of recruiting high quality domestic students. This includes the delivery of undergraduate and postgraduate domestic student recruitment, sales and student experience events, management of course enquiries, driving forward the university's participation and pathways agenda, and the facilitation of admissions, credit and conversion. The Division is forward-thinking and results-driven.

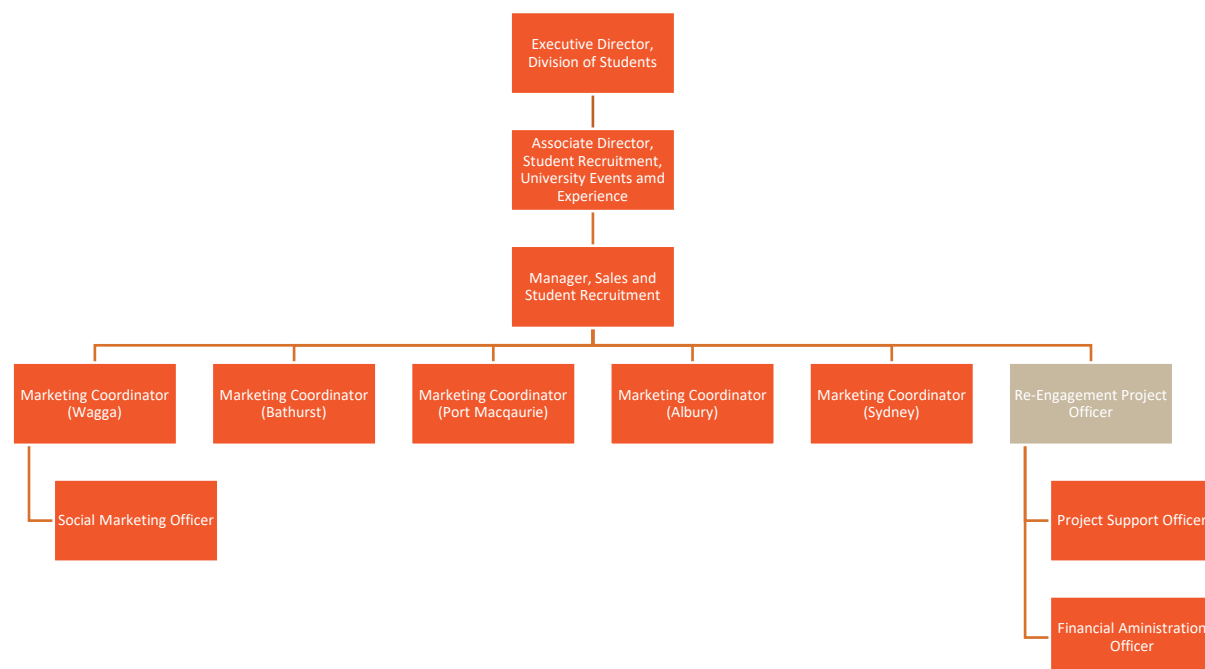


Our University Values





Organisational Chart



Reporting relationship

This position reports to: Manager, Sales and Student Recruitment

This position supervises: Re-engagement Project Support Officer

Key working relationships

- Recruitment Team
- Contact Sales Team

Position overview

The Re-Engagement Project Officer is responsible for developing and initiating framework executions to support regional - rural, low SES and First Nations student continue studying with Charles Sturt, graduate with an award from Charles Sturt or re-apply to Charles Sturt. The position will be responsible for collating data, analysing and reporting in detail as to the success of the initiatives of the pilot program.



Principal responsibilities

Work collaboratively with Faculties and University staff to:

- Support the implementation of the university's domestic student recruitment strategy
- Develop, contribute, moderate and oversee appropriate governance and performance frameworks associated with relevant digital, social and communication platforms to ensure a high-quality delivery of service and leading practice.
- Develop a tactical toolkit to address key barriers faced by Charles Sturt and activate across channels to re-engage prospective students
- Evaluate, measure and report on the performance of tactics, campaigns and re-engagement strategies striving for continuous improvement and alignment.
- Actively contribute to a team environment that fosters and develops effective working relationships and collaborative team work practices
- Provide excellent customer service involving problem-solving, interpersonal and negotiation skills.
- Achieve or exceed against set individual and team key performance indicators (KPIs) and focus efforts to meet re-engagement and graduate success targets
- Undertake project management duties in accordance with University processes and requirements and ensure project outcomes are aligned with strategic organisational goals.
- Other responsibilities appropriate to the classification as required.

Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond the school, such as other campuses, as well as possible car and air travel and work with a diverse range of staff, students and community members.
- On occasion drive a university vehicle distances up to 500km per day within the terms of the university's [Driving Hours Guidelines and Policy](#).
- Perform in an accurate and timely manner push/pull, reaching, grasping, fine manipulation tasks, including lifting items up to 10kg.
- Possess the physical ability to carry out shelving duties, such as frequent bending, reaching/stretching, squatting and repetitive lifting.



Selection criteria

Applicants are expected to address the selection criteria when applying for this position.

Essential

- A. A relevant degree, preferably in communications, public relations or marketing, normally with 2 or more years' subsequent relevant experience in a marketing environment; or extensive experience (e.g. an Associate Diploma with at least 4 years' subsequent relevant experience), leading to either the development of specialist expertise or to the development of broad knowledge, in technical or administrative fields; or an equivalent level of knowledge gained through any other combination of relevant education, training and/or experience.
- B. Demonstrated experience in marketing, sales and business development methodologies with the ability to organise and deliver a sales program, plan and strategy to deliver against set targets.
- C. High-level ability to analyse, interpret and report on statistical data and market intelligence from other sources.
- D. Excellent communication skills and customer service skills, including high level interpersonal skills in order to establish and maintain good working relationships both internal and external.
- E. Demonstrated ability to self-manage and work as part of and contribute to a team.

Desirable

- F. Knowledge of senior secondary and tertiary education environments.

