



**Australian
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Position Description

College/Division:	College of Asia and the Pacific
Faculty/School/Centre:	School of Culture, History and Language
Department/Unit:	School Administration
Position Title:	Senior Education Support Officer (Marketing & Student Recruitment)
Classification:	ANU Officer Grade 6/7 (Administration)
Position No:	38413
Responsible to:	Education Support Manager
Number of positions that report to this role:	Nil
Delegation(s) Assigned:	Nil

PURPOSE STATEMENT:

The ANU College of Asia and the Pacific (CAP) leads intellectual engagement with the Asia-Pacific region through research, teaching and contributions to public debate, and seeks to set the international standard for scholarship concerning the region.

The School of Culture, History and Language (the School) is a dynamic and diverse community of scholars and professional staff. Effective administration and service excellence is a vital component of the School's work in providing the highest quality education experience to its students, in supporting its academic staff, and ensuring the continuing operational excellence of the School.

The Senior Education Support Officer (Marketing & Student Recruitment) is responsible for the provision of student administration services throughout the student lifecycle with a focus on marketing and student recruitment initiatives. As needed, you will upskill and cross-train in areas of student administration, education governance and administration of casual sessional academic contracts and timesheets to support the efficient and effective operational of the School and to support academic/teaching staff and students.

This position may require international and domestic travel within Australia.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Senior Education Support Officer (Marketing & Student Recruitment) works under the broad direction of the Education Support Manager and is responsive to the School Manager, Deputy Director (Education), Deputy Director (Languages) and the Course Convenors. The position will coordinate and undertake a broad range of administrative tasks relating to education support activities of the School, providing support to a variety of School stakeholders, including staff, students and visitors.

The Senior Education Support Officer (Marketing & Student Recruitment) will work closely with and build close and effective working relationships across the ANU, including: the CAP Partnerships and Engagement Team, ANU Future Students Team, ANU Marketing and Recruitment Team, CHL Administration team, the College Education Services team, and with other colleagues across the College and Central University Services.

Role Statement:

Under the broad direction of the Education Support Manager and with the support and guidance from CAP Partnerships and Engagement Team, the Senior Education Support Officer (Marketing & Student Recruitment) will:

1. Contribute to the development and implementation of domestic and international student recruitment planning and objectives for the educational offerings in the School.

2. Contribute to the development and implementation of clearly defined and customer-focused strategies for managing the student recruitment process, from enquiries by prospective students, to student applications and enrolments.
3. Provide efficient administrative support on education matters as required in line with College and University guidelines. This includes but is not limited to:
 - Being the primary point of contact for student recruitment activities, ensuring effective coordination of student recruitment initiatives by linking School-based recruitment activity with College and University-level (Central) marketing and student recruitment activity.
 - Coordinating the School's annual program of education outreach events.
 - Liaising with secondary schools, including organising school visit programs, managing the School's enrichment program activities, and acting as the School's primary point of contact for teachers and career advisers.
 - Managing enquiries from prospective students, including providing advice on education programs, managing contact databases (e.g. teachers and career advisers), assisting with lead generation, and ensuring that enquiry templates are up-to-date and reflect current brand and campaign messaging.
 - Coordinating the domestic and international student recruitment calendars in collaboration with key School and Centre stakeholders (academic and professional staff).
 - Coordinate, contribute and create content for website, education brochures, student stories and other initiatives related to the School's education programs.
 - Provide high quality advice and education support services to academic staff on student related matters, curriculum administration and education governance, education delivery support services, and admission and scholarship schemes.
 - Provide high quality advice and service to students throughout the student lifecycle including but not limited to admission and recruitment, enrolment, academic progress, coursework scholarships, timetabling, mobility and student exchange programs, examinations, and graduations.
 - Ensure that the required records and databases are maintained in accordance with School, University and legislative guidelines & requirements and undertake routine and ad hoc reporting to the Education Committees, School Executive and the University from these records.
4. Contribute to the development of standard operating procedures for the Education Support Team, School level protocols and guidelines.
5. As required, provide effective supervision to Education Support Officer and casual staff, ensuring workloads are managed, and all objectives and deadlines are met.
6. Other duties consistent with the classification of the position and in line with the principles of multi-skilling; and
7. Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.

SELECTION CRITERIA:

1. A relevant degree and/or proven experience in one or more areas; marketing, communications, student recruitment and education administration, preferably working in a higher education environment. Interest in Asia-Pacific region would be an advantage.
2. Excellent written and verbal communication skills including the ability to develop comprehensive written documents, marketing content and reports, such as program and course brochures, website content, student stories, social media posts, including interpreting and formulating policies and procedures.
3. Excellent interpersonal and communication skills, including the ability to consult, liaise and negotiate effectively, develop positive working relationships and relate to a diverse range of stakeholders. Demonstrated high-level customer service experience working closely with academic staff, producing marketing materials and presentation skills will be highly valued.
4. Proven organisational skills and ability to prioritise competing demands and to work effectively both independently and collaboratively, meeting deadlines and delivering high quality outcomes.
5. Demonstrated analytical skills and proficiency in the use of MS Office suite, information management systems. Experience using customer relationship management systems (CRM), marketing and communications tools will be highly regarded.
6. A demonstrated knowledge and understanding of equal opportunity principles and policies and a commitment to their application in a university context.

ANU Officer Levels 6 and 7 are broad-banded in this stream. It is expected that at the higher levels within the broadband occupants, through experience, will have developed skills and expertise enabling them to more independently perform the full range of duties at a higher level, and that more time will be spent on the more complex functions of the position

The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.

References:

[Professional Staff Classification Descriptors](#)



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Pre-Employment Work Environment Report

Position Details

College/Div/Centre	ANU College of Asia and the Pacific	Dept/School/Section	CHL
Position Title	Snr Education Support Officer	Classification	ANU067 (Admin)
Position No.		Reference No.	

In accordance with the Work Health and Safety Act 2011 (Cth) the University has a primary duty of care, so far as reasonably practicable, to ensure the health and safety of all staff while they are at work in the University.

- This form must be completed by the supervisor of the advertised position and appended to the back of the Position Description.
- This form is used to advise potential applicants of work environment and health and safety hazards prior to application.
- Once an applicant has been selected for the position they must familiarise themselves with the University WHS Management System via Handbook guidance <https://services.anu.edu.au/human-resources/health-safety/whs-management-system-handbook>
- The hazards identified below are of generic nature in relation to the position. It is not correlated directly to training required for the specific staff to be engaged. Identification of individual WHS training needs must be in accordance with WHS Local Training Plan and through the WHS induction programs and Performance Development Review Process.
- '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

<ul style="list-style-type: none"> 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 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"/>
Organizing events	<input type="checkbox"/>	<input type="checkbox"/>		noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input 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/	<input type="checkbox"/>	<input type="checkbox"/>		clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
carcinogens				genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>		immunisations	<input type="checkbox"/>	<input type="checkbox"/>
OTHER POTENTIAL HAZARDS (please specify):						