

# Position description


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| Position title:                              | Student Recruitment Coordinator  |
| Institute/School/Centre/<br>Directorate/VCO: | Marketing and Growth   |
| Campus:                                      | Berwick Campus. Travel between campuses may be required.   |
| Classification:                              | Within the HEW Level 6 range   |
| Time fraction:                               | Full-time  |
| Employment mode:                             | Continuing employment  |
| Probation period:                            | This appointment is offered subject to the successful completion of a probationary period.   |
| Further information from:                    | Tom Sawicki, Manager, Student Recruitment (Domestic School Leaver)<br>Telephone: (03) 4313 7981<br>Email: <a href="mailto:t.sawicki@federation.edu.au">t.sawicki@federation.edu.au</a> |
| Recruitment number:                          | JR101162   |

## Position summary

The Student Recruitment Coordinator coordinates the specialist acquisition functions of student recruitment activities within the school leaver market for Federation University. The Student Recruitment Coordinator supports the development, implementation, monitoring and evaluation of a range of VTAC recruitment activities, to increase enrolments into a wide range of courses within the TAFE and undergraduate portfolios.

The Student Recruitment Coordinator will drive the recruitment plan within the school leaver audience to recruit secondary school students through a diverse number of recruitment channels. The coordinator will develop and execute the recruitment strategy in key regional areas that fall within Federation University Ballarat campus catchments. The Student Recruitment Coordinator will also contribute to the planning, organisation and delivery of university-wide, or specific discipline secondary school events and initiatives.

The position will be required to travel between campuses and regularly travel throughout Victoria to attend activities to promote University courses, which will occasionally involve after hours work and weekend attendance.

## Portfolio

With a strong focus on raising the profile of Federation University, we develop and implement integrated recruitment campaigns to engage a cross-section of audiences in the market - from prospective students and alumni to global researchers. Our aim is to support Federation University, a modern, progressive university, in transforming lives and enhancing communities. Recruitment collaborates with stakeholders to build brand awareness, sharing research results, student, and alumni successes.

### Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities we serve.

We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our University and TAFE campuses in Ballarat, Berwick, Gippsland, and the Wimmera, we deliver world-class education and facilities. With the largest network of campuses across Victoria, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

To be successful at Federation University you must be willing to enthusiastically embrace the University's ambition as expressed in the 2021–2025 University Strategic Plan and share the University's values of:

**INCLUSION**, we celebrate our diversity, particularly valuing Aboriginal and Torres Strait Islander cultural heritage, knowledge and perspectives.

**INNOVATION**, we are agile and responsive to emerging opportunities.

**EXCELLENCE**, we act with integrity and take responsibility for achieving high standards.

**EMPOWERMENT**, we create a supportive environment to take informed risks in pursuit of success.

**COLLABORATION**, we establish genuine partnerships built on shared goals.

### Key responsibilities

1. Contribute to the overall planning and organisation of school leaver student recruitment activities throughout the year by conducting an analysis of data and use data insights to track lead generation and conversion of VTAC students to develop clear insights for improvement to meet VTAC targets.
2. Coordination, planning, delivery, and evaluation of school leaver activities for university courses. Including limited and targeted outbound calls as part of the promotion of the Early Offer Program, VTAC key dates and other major events in response to secondary school and other stakeholder recruitment activities.
3. Manage the overall recruitment, onboarding, rostering, and performance management of the student ambassadors in commercial, major, and secondary school events.
4. Coordinate the planning, organisation, delivery, and evaluation of specific events related to the VTAC market, including conducting presentations to secondary school prospective students, teachers or parents, commercial expos, secondary schools' expos and targeted immersive events. Actively participate in these events as appropriate.
5. Contribute to the design and implementation of strategies and provide advice based on the success of previous activities to drive the increase of VTAC student enrolments achieving the university's revenue targets. Develop and implement the communication process and procedure with secondary schools including, Careers eNews, Career Network updates and promotion of different events and programs i.e. Early Offer campaigns.
6. Contribute to the development and implementation of key initiatives, communication strategies and events related to key VTAC influencers.
7. Build and maintain relationships with key external stakeholders such as secondary school careers teachers, career networks, LLENS and discipline secondary school teachers, where appropriate.
8. Lead and oversee the lead capture strategy including data collection, CRM transfer and training processes.
9. Maintain up-to-date knowledge through professional development and research on market specific changes, admissions requirements, and course information across the range of undergraduate and pathway courses available for VTAC students.
10. Embed effective risk management practices to ensure continuous service delivery. Participate in training and exercises to remain prepared for potential disruptions.
11. Reflect and embed the University's strategic plan, and operational purpose, priorities, and goals.

12. Undertaking the responsibilities of the position adhering to:
  - the Staff Code of Conduct, Child Safe Code of Conduct, and Conflict of Interest Policy and Procedure.
  - Equal Opportunity and anti-discrimination legislation and requirements.
  - the requirements for the inclusion of people with disabilities in work and study.
  - Occupational Health and Safety (OHS) legislation and requirements; and
  - Public Records Office of Victoria (PROV) legislation.

### Level of supervision and responsibility

The Student Recruitment Coordinator reports to and receives general direction from the Manager, Student Recruitment (Domestic School Leaver) and oversees day to day management of Student Recruitment Officers at other campuses.

The position requires expertise in recruitment, project management and relationship building, and the ability to be innovative and creative when developing effective ways to promote University and TAFE courses.

The Student Recruitment Officer is required to coordinate a wide variety of tasks concurrently throughout the year, ensuring compliance with existing policies, procedures and guidelines whilst having the latitude to develop and/or define procedures and practices. The position is required to use sound judgement and independence when planning events for school leaver prospective students.

The position requires a knowledge of the structure of the University, TAFE and of the courses offered at both the VET and Higher Education and discipline level.

### Position and organisational relationships

The Student Recruitment Coordinator liaises extensively with the Marketing team, admissions, teaching and general staff in discipline areas, alumni and industry when organising events.

External relationships involve providing advice to VTAC prospective students and their parents/guardians, careers teachers, secondary school staff, and staff from other educational institutions with the aim of promoting the University's courses and activities along with alumni and industry representatives and campus staff.

### Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following key selection criteria:

### Training and qualifications

1. Completion of:
  - a degree with subsequent relevant experience; or
  - experience and specialist expertise or broad knowledge in recruitment and/or marketing; or
  - an equivalent combination of relevant experience and/or education/training.
2. Hold a valid Working with Children Check (WWCC) or hold a current registration with the Victorian Institute of Teaching (VIT).

### Experience, knowledge, and attributes

3. Demonstrated experience through a record of achievement and success in a sales and or student recruitment role with preferable experience in marketing/communications/project management.
4. Demonstrated interpersonal and influencing skills, including the ability to form meaningful and sustainable professional relationships.
5. Demonstrated communication skills, including experience and confidence in public speaking.
6. Demonstrated ability to coordinate, promote and conduct events, including an ability to organise with conflicting deadlines and priorities commitments.
7. Demonstrated computer literacy, including demonstrated experience in the design and layout of

communication through the Customer Relationship Management system.

8. Demonstrated ability to work accurately and with a high level of attention to detail.
9. Demonstrated ability to work both independently and as part of a team.
10. A current driver's licence will be required to drive University vehicles together with the capacity to meet the regular travel throughout Victoria and some evening and weekend attendance requirements of the position.
11. Demonstrated working knowledge and application of the Child Safety Standards.
12. Demonstrated knowledge and application of appropriate behaviours when engaging with children, including children with a disability and from culturally and/or linguistically diverse backgrounds.

***The University reserves the right to invite applications and to make no appointment.***

*It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.*