

# Position description

Greater together 

Position title:	Coordinator, Domestic Student Recruitment (Direct Entry)
Institute/School/Centre/ Directorate/VCO:	Marketing
Campus:	Gippsland or Berwick Campus. Travel between campuses may be required.
Classification:	Within the HEW Level 6 range
Time fraction:	Full-time
Employment mode:	Fixed-term employment
Reason for fixed term:	Replacing an employee on leave
Probation period:	This appointment is offered subject to the successful completion of a probationary period.
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Recruitment number:	JR101360

## Position summary

The Coordinator, Domestic Student Recruitment (Direct Entry) coordinates the strategic acquisition functions of student recruitment activities within the direct entry market for Federation University. The Coordinator, Domestic Student Recruitment (Direct Entry) supports the implementation, monitoring and evaluation of a range of direct recruitment activities to increase enrolments into a wide range of courses within TAFE, undergraduate, and postgraduate courses.

The Coordinator, Domestic Student Recruitment (Direct Entry) will drive the recruitment plan within the non-school leaver audience to recruit high caliber students through a diverse number of recruitment streams (alumni, current students, TAFE, industry partners and workplaces).

The Coordinator, Domestic Student Recruitment (Direct Entry) is required to travel between campuses and may include some after hours and weekend work to attend student recruitment and other related events. The Coordinator, Domestic Student Recruitment (Direct Entry) drives the development of strategic recruitment. They will also coordinate the development and implementation of local tactical recruitment campaigns.

## Portfolio

With a strong focus on raising the profile of Federation University, the Student Recruitment team develop and implement integrated 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. The Student Recruitment team 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. Coordinate the development and implementation of strategic student recruitment tactical plans to drive the increase of direct student enrolments, contributing to the achievement of the university's revenue targets through different channels.
2. Develop and implement a broad range of effective communication strategies for the recruitment of TAFE, undergraduate and postgraduate students via lead generation processes and deliver through briefings, presentations, and electronic networks (i.e., CRM), and update the direct student markets with course changes and related information raising the profile of TAFE and Higher Education programs for Federation University.
3. Liaise with internal and external stakeholders to develop and implement strategies which optimise communication to reach non-school leavers through different channels and networks including, alumni, current students, employers, and other community organizations.
4. Work collaboratively to develop and coordinate nurturing strategies for direct student recruitment and leads to be reached via CRM in a timely and relevant manner to drive conversion across a range of TAFE, undergraduate, postgraduate and pathway courses with the assistance of the broader Marketing.
5. Coordinate recruitment activities related to the non-school leaver market i.e., commercial expos, presentations to prospective students, current student, and Alumni events, exploring other avenues like recruitment for upskilling in the workplace.
6. Coordinate, plan, organise, deliver and evaluate activities that promote programs for TAFE and Higher Education with a direct domestic student focus (i.e., campus tours, open days, careers expos, information sessions, and industry events).
7. Provide specialist marketing advice and strategic recommendations on lead management to increase lead generation and conversion utilizing digital tools including the CRM system and business intelligence reports, ensuring the information is accurate and up to date.
8. Maintain regular communication with internal stakeholders and external stakeholders to reach non-school leavers through different channels and networks including, alumni, current students, employers, and other community organizations. Update internal stakeholders on the effectiveness and conversion of recruitment activities and other relevant information related to marketing in the region.
9. Review, analyse, evaluate and report on the outcome of projects and initiatives at the conclusion of each enrolment period as well as regular reports on matters such as prospective student enquiries, leads, applications, and conversion rates.
10. Reflect and embed the University's strategic plan, and operational purpose, priorities, and goals.

11. Embed effective risk management practices to ensure continuous service delivery. Participate in training and exercises to remain prepared for potential disruptions.
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 Coordinator, Domestic Student Recruitment (Direct Entry) works under the Manager, Domestic Student Recruitment (Direct Entry). The position will use a variety of problem-solving techniques to collaborate with key stakeholders across the University to coordinate and deliver a range of direct recruitment activities.

The Coordinator, Domestic Student Recruitment (Direct Entry) works under general direction in relation to providing recruitment expertise and project management. The incumbent will actively contribute to innovative and creative solutions when developing effective ways to promote University and TAFE programs to the non-school leaver audience.

### **Position and organisational relationships**

The Coordinator, Domestic Student Recruitment (Direct Entry) is required to build relationships and work collaboratively with the broader marketing team and key leaders across the University and TAFE to ensure the coordination of delivery, timeframes, and prompt resolution of challenges.

The Coordinator, Domestic Student Recruitment (Direct Entry) is also required to liaise with colleagues within the Learner Experience portfolio to maintain an up-to-date knowledge of admission policies for prospective direct entry students.

The Coordinator, Domestic Student Recruitment (Direct Entry) is responsible for establishing and maintaining relationships with external stakeholders in the region where opportunities for recruitment activities are identified. to ensure leads are captured and converted into applications.

### **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
  - extensive experience and specialist expertise or broad knowledge in technical or administrative fields; 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 ability to develop and implement tactical recruitment and communication plans, prioritise tasks, plan workflows and develop processes and procedures to balance competing demands.
4. Demonstrated experience in coordinating and monitoring effective integrated campaigns across various digital communication channels with a focus of lead generation and conversion.
5. Demonstrated experience with event planning and public speaking.

6. Demonstrated knowledge and experience in data analysis and reporting on projects such as conversion data, and competitor analysis; and providing insight to determine success with recommendations to guide future planning.
7. Demonstrated interpersonal and influencing skills, including the ability to form meaningful and sustainable professional relationships.
8. Advanced computing skills including Microsoft Office applications, databases, CRM (Dynamics 365 is preferred) and associated software with the capacity effectively use Customer Relationship Management software and undertake lead capture.
9. Demonstrated working knowledge and application of the Child Safety Standards.
10. 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.*