

Position description

Greater together 

Position title:	Global Conversion Lead
Institute/School/Centre/ Directorate/VCO:	Global, Engagement and Quality
Campus:	Mt Helen Campus. Travel between campuses may be required.
Classification:	Within the HEW Level 7 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:	Barbara Jones, Executive Director, Global Telephone: (03) 5327 6061 Email: barbara.jones@federation.edu.au
Recruitment number:	JR101091

Position summary

The Global Conversion Lead plays a critical role in driving the University's international student conversion outcomes, and supporting achievement of the University's international growth targets, developing, coordinating, and implementing targeted, data-informed conversion strategies and campaigns engaging prospective international students and guiding them through the decision-making process.

The Global Conversion Lead will develop and advance conversion activities across key markets, increasing conversion across key touchpoints in the international student recruitment cycle, removing barriers to enrolment and strengthening Federation University's international recruitment outcomes.

In close collaboration with Regional Managers, in-country teams, and colleagues across Marketing, Admissions and Student Services the Global Conversion Lead will ensure timely and appropriate messaging, maintain cultural relevance and align approaches aiding student decision-making.

Portfolio

The Global, Engagement and Quality portfolio leads the University's domestic and international engagement activities, and consists of Global, Engagement, Quality and Accreditation, Aboriginal Education Centre and Reconciliation.

Global leads Federation University's international strategy, overseeing the recruitment of international students, managing educational partnerships that deliver Federation University programs globally and facilitates programs for future growth.

The Engagement team works closely with government, industry, employers, alumni and communities to ensure our relationships are strategically aligned, managed, and directly contributes to the university's strategic growth and have a positive impact on the regions we service.

The Quality and Accreditation team facilitates regulatory compliance and professional accreditation, working collaboratively with the academic and teaching units to improve learning and teaching quality and performance for students on campus, online and studying through partner sites.

The Aboriginal Education Centre supports and assists Aboriginal and Torres Strait Islander students throughout their study journey at Federation University. The work of the Aboriginal Education Centre is complemented by the Reconciliation team and the National Centre for Reconciliation, Truth and Justice - a national leader in reconciliation, and leads the development and delivery of the University's Reconciliation agenda.

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. Ensure up to date product knowledge is disseminated across all in-country teams and be a subject matter expert acting as conduit between the Global team, Marketing, Admissions and the Institutes.
2. In collaboration with the Regional Managers and in-country representatives, develop, implement, and evaluate conversion strategies and campaigns to maximise international sales channels across key regions and study areas supporting achievement of the University's international growth targets.
3. In collaboration with the Associate Director, Global Student Recruitment, manage the international offer-to-enrolment activities across all courses.
4. Provide specialist expertise into student enrolment, course trends, international student recruitment and conversion activities across key courses and the potential impacts on international student recruitment.
5. Work collaboratively to develop and implement international student recruitment process improvements, for example credits for prior learning, scholarships, admissions delays.
6. Support and guide the in-country sales team and support localised conversion activities using specialist expertise, data insights, product/course knowledge and other support required for effective and impactful conversion activities.
7. Manage the provision of up-to-date information and training of Federation courses to prospective students, offshore agents, and key stakeholders.
8. In collaboration with Regional Managers, Marketing, Admissions and Student Success teams ensure consistent messaging and activities aligned with regional market priorities and University objectives.

9. Manage and deliver multichannel campaigns (e.g., email, phone, webinars, social media, live chat, etc.) providing personalised and relevant engagement throughout the prospective student journey.
10. Act as conduit between Heads of Discipline, and the Global teams promote academic achievements relevant for global audiences providing ongoing training and upskilling in product portfolios for internal and external stakeholders.
11. Plan, coordinate and implement international conversion projects, representing the University and Institutes at external meetings.
12. Contribute to continuous improvement by identifying and implementing new procedures within international recruitment, conversion and marketing areas.
13. Reflect and embed the University's strategic plan, and operational purpose, priorities, and goals.
14. Embed effective risk management practices to ensure continuous service delivery. Participate in training and exercises to remain prepared for potential disruptions.
15. 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

Under the broad direction of the Associate Director, Global Student Recruitment, the Global Conversion Lead is responsible for planning, coordinating, and delivering conversion activities and campaigns that contribute to the achievement of international enrolment objectives.

The Global Conversion Lead will use their extensive subject matter expertise in exercising professional judgement and initiative in managing priorities, resolving issues, and improving conversion outcomes. The role will provide guidance and coordination to casual staff, student ambassadors, or contractors involved in conversion-related activities.

The Global Conversion Lead will have a detailed knowledge of key policies and procedures related to International Student Recruitment and key government legislation that needs to be integrated into the conversion process.

Position and organisational relationships

The Global Conversion Lead works closely with colleagues across the Global team and is required to build and maintain strong, collaborative relationships with Regional Managers, Admissions, Marketing, Student Services functions and the Institutes, especially Heads of Disciplines.

Effective partnerships with these areas ensure conversion activities are aligned with regional strategies, communications and processes are coordinated, and that prospective students receive positive experience.

The role engages regularly with in-country teams and agents to support consistent messaging and effective execution of conversion initiatives across key international markets.

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 at least 4 years subsequent relevant experience; or
 - extensive experience and management expertise in technical or administrative fields; or

- an equivalent combination of relevant experience and/or education/training.

Experience, knowledge and attributes

2. Demonstrated experience in international student recruitment, sales, marketing, or conversion campaign management and the ability to engage prospective students and drive conversion in a complex, fast-paced environment.
3. Demonstrated extensive research and analytical skills, with the ability to gather, interpret and evaluate information to provide informed insights and actionable recommendations.
4. Proven experience in planning, delivery, and measuring targeted multi-channel campaigns that drive engagement and action.
5. Strong interpersonal and written communication skills, with the ability to tailor messaging to diverse cultural audiences.
6. Demonstrated high-level organisational and project management skills, with the ability to manage multiple priorities in a fast-paced environment.
7. Strong collaboration skills with the ability to work effectively across teams and geographic regions.
8. High level of digital literacy, including experience using CRM or marketing automation systems (e.g., Salesforce, Dynamics, or similar). Demonstrated ability to undertake research, and to write clearly and persuasively.
9. Proficiency in a second language is desirable.
10. Demonstrated alignment with the University's commitment to child safety.

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.