



GRADUATE SCHOOL OF MEDICINE

POSITION DESCRIPTION

General Staff Position # 4

Position Title: **Admissions & Marketing Officer**
Level: **5**
Load: **1.0 FTE**
Type/Duration: **Permanent**
Faculty: **Graduate School of Medicine (GSM)**
Location: **Either the Wollongong or the Shoalhaven Campus**

Primary purpose of the position:

This role, in close consultation with the Academic Leader: Admissions, is responsible for supporting the development, implementation and evaluation activities of the GSM Admissions' process for domestic and international students. The Admissions' process, which occurs at both campuses, is unique and complex. The Admissions & Marketing Officer will play a key role in the recruitment, selection and training of the 100 plus interviewers needed each year

The Admissions & Marketing Officer will also work closely with the Academic Leader: Community Engagement, to support student recruitment activities, the development of marketing material and compliance of all GSM communications with the UOW corporate image guidelines.

Position Environment:

The Graduate School of Medicine (GSM) is committed to quality outcomes delivered via a sustainable model where development and innovation are key elements of all that we do.

As a new school, the GSM offers a supportive environment in which teamwork underpins the development and delivery of the new MBBS degree. The GSM aims to graduate excellent medical practitioners with a commitment to patient-centred, evidence-based, reflective and cost-effective medical practice, who have the capacity and desire to contribute to the enhancement of health care for persons in all geographic settings, but particularly in regional, rural and remote communities. The medical curriculum covers a diversity of content, encompassing biological and social sciences, clinical medicine, law, ethics, research and critical analysis, and personal and professional development. This provides a variety of opportunities for involvement in curriculum delivery for teaching staff working alone and in interdisciplinary teams. The GSM operates primarily on two campuses, located in Wollongong and Shoalhaven, as well as in 12 rural sites throughout NSW. Curriculum is delivered equitably in an integrated fashion to this geographically distributed environment.

Major Responsibilities:

Tasks	Percentage of time	Office Use Only
<p>1. Support the Academic Leader: Admissions, in the development and evaluation of all admissions' policies and processes.</p> <p>Through consultation with UOW key staff and colleagues from other medical schools in Australia, develop detailed admissions' information for distribution to potential candidates.</p> <p>Organize and co-ordinate the GSM Admissions' Interviews (domestic and international) including Interviewer Training, and implement the GSM portfolio rating process. Being responsible for the data quality and security following this exercise, results in the accurate ranking of candidates.</p> <p>Monitor the web-based student recruitment information as it pertains to entry to the GSM's MBBS and higher degrees.</p> <p>Monitor & maintain the GSM relationships with UniAdvice and other UOW faculties as appropriate.</p> <p>Ensure all staff within the Faculty and those who represent the GSM at other sites, are fully aware of Admissions' developments and procedures.</p>	60%	
<p>2. Support the Academic Leader: Community Engagement, and other relevant, senior staff in the development and evaluation of all student recruitment activity and involvement of the Faculty. This will include attendance at agreed fairs and events; locally, interstate and intrastate, as well as the preparation of marketing material and communications with candidates, community members and Alumni.</p>	40%	
<p>3. Liaise with GSM's Learning & Teaching Team to support enrolment and orientation activities.</p>	Annually	
<p>4. Monitor the budget allocated to all admissions and marketing exercises and generate routine expenditure and forecast reports when required.</p> <p>Work closely with the appropriate senior staff to identify ways to continuously and economically target the appropriate candidates (both domestic and international) with a focus on Indigenous candidates.</p>	Ongoing	
<p>5. Work with other GSM staff to contribute to the development and maintenance of positive relationships with students, clinicians and community in support of general medical school activities.</p>	Ongoing	
<p>6. Observe principles and practices of Equal Employment Opportunity and have WH&S responsibilities, accountabilities and authorities as outlined in the <u>OHS Roles and Responsibilities Document</u>.</p>	Ongoing	

Reporting Relationships:

Position Reports to: Curriculum Manager
Activities will be ultimately ratified by the Associate Dean: Learning & Teaching,
Via the Academic Leader: Admissions and/or the Curriculum Manager for all matters
pertaining to student candidature and
Via the Academic Leader: Community Engagement and/or the Curriculum Manager for all
matters pertaining to marketing and GSM promotion.

The position does not supervise staff.

Selection Criteria: Knowledge & Skills

Essential:

- High level organization and negotiation skills.
- Ability to work consistently well in a time-pressured environment and meet deadlines.
- Excellent communication skills – both written and verbal.
- Ability to deal with confidential information and sensitive issues appropriately.
- Flexible approach to work and an ability to work as part of a team.
- Ability to use own initiative.
- Ability to interpret and implement complex policy, paying close attention to accuracy and security of information.
- High level skills in word processing, spread sheets and data management systems.
- Ability to analyse data and write clear reports

Selection Criteria: Education and Experience

Essential:

- Completion of a degree: or completion of an associate diploma and subsequent relevant work experience; or equivalent combination of relevant experience and/or education/ training.
- Substantial experience with coordination of large scale events and facilitating the development of promotional materials
- Substantial experience in providing timely and accurate advice relating to complex policy and process.

Selection Criteria: Personal Attributes

Essential:

- Demonstrated enthusiasm for the mission of the GSM

Special Job Requirements:

The occupant of this position will be required to complete a performance planner annually, with biannual reviews together with the Curriculum Manager.

Depending on which campus the officer is located, there will be a schedule of visits at the other campus on a regular basis.

The officer will be required to occasionally work outside of normal business hours and to travel to confer with colleagues, attend interstate and intrastate meetings, events and networking occasions.

Participation in the UOW MyTimekeeping Procedure for levels up to and including level 7 is available to the occupant.

Taking leave at peak times will need to be negotiated with the Curriculum Manager.

All administrative staff are required to contribute to a negotiated roster, to ensure coordination of all academic support activities occurring across the GSM.

Key Contacts / Relationships for this Position and Frequency of Contact:

Contact / Group:	Frequency of contact:
Curriculum Manager	Daily
Associate Dean: Learning & Teaching	Occasional
Academic Leader: Admissions	As Required
Academic Leader: Community Engagement	As Required
Professional Staff - Learning & Teaching	Regular
Professional Staff - Community, Primary, Remote & Rural	Regular
GSM Finance Officer	As Required
GSM Executive Manager	Occasional
Admissions Officers – other Universities	As Required

Organizational Chart: # 4

Available on request.

Approval:

Approval by Head of Unit: _____ Date: _____

Approved by Personnel: _____ Date: _____