



POSITION DESCRIPTION – General Staff

Full Time - Permanent

Position Title: **Coordinator, TNE Marketing & Recruitment** Level: 5
 Faculty/Division: Transnational Education & Alliances Department/Location: DVC (International)

Primary purpose of the position:

The **Coordinator, TNE Marketing & Recruitment** works closely with transnational education partners and relevant internal stakeholders (including Faculties, UnivAdvice and Strategic Marketing & Communications) to ensure optimum synergies for recruitment, marketing and broader promotional activities at each one of the University's transnational education sites. This includes oversight and coordination of specific recruitment, marketing and related promotional events (including all promotional and marketing collateral) to ensure that potential students at each of our TNE sites is given a consistent, professional and well-informed message in relation to the University, the Academic Programs they will be potentially enrolling in, and most important a high standard of service. It also involves working closely with TNE partners and relevant internal University stakeholders to analyse student trends, as well as develop short and long-term strategies and action plans to ensure high quality student flows into these programs (including both local students from the TNE country and international students from the broader region).

Position Environment:

The Transnational Education & Alliances Unit aims to support and enhance UOW's global positioning and international capability through centralised management of transnational educational programs, including partner management, developing related business proposals for further activity, and ensuring the efficient running of projects throughout the entire lifecycle, as well as undertaking ongoing quality assurance of transnational education partners and all programs. The Unit also has responsibility for oversight and management of contractual agreements and related negotiations with current and prospective international partners working in close collaboration with relevant Faculties and the senior executive of the University. The position requires a high level understanding of transnational education trends particularly within the North East as well as the South East Asian region, together with communication and cross-cultural skills appropriate for dealing with transnational education partners, students, recruitment agencies, as well as related government and industry authorities.

Major Accountabilities/Responsibilities:

Tasks	Outcome	Percentage of time	Office Use Only
1. Marketing & Analysis: <ul style="list-style-type: none"> • Provide advice and written briefs as a result of competitor analysis, benchmarking and other forms of analysis to inform the University in its endeavours to source high quality students into its TNE programs; • Work closely with Faculties and UniAdvice to make recommendations in relation to new and existing TNE related marketing and event activities; • In alignment with the University's positioning and marketing strategy co-ordinate and manage TNE marketing recruitment and specific events to increase high quality student enrolments at all our TNE locations; • Ensure all marketing materials and promotional materials, web Postings and other activities undertaken conform and are approved by the University; 	Develop an International Partner Engagement Action Plan that incorporates a well-defined communications strategy together with a coordinated set of collaborative activities aimed at increasing high quality students flows into the University's TNE programs.	30	

<ul style="list-style-type: none"> Ensuring uniformity across TNE partners in terms of marketing and promotional collateral. 			
<p>2. Recruitment:</p> <ul style="list-style-type: none"> Strong and ongoing advocacy and facilitation between relevant University Faculties, TNE Partners, offshore feeder/pathway institutions, and UniAdvice in order to develop coordinated and strategic recruitment campaigns for each of our TNE locations to increase quality student enrolments; Represent the University and relevant Faculties at offshore recruitment events; Evaluate and make recommendations for all recruitment activity to ensure continuous improvement in selection of high quality candidates into the various TNE programs. 		30	
<p>3. Events</p> <ul style="list-style-type: none"> Work with all TNE partners to organise both soft and direct promotional events related to prospective student recruitment. Evaluate and report back to the University and specifically Faculties on the result of such promotional events; 	To evaluate and continuously improve on management of events.	20	
<p>4. Communications</p> <ul style="list-style-type: none"> Communicate to potential TNE students the University's and Faculty's distinctive identity and meet the Faculty's recruitment and marketing requirements. Assist in the development and implementation of a media relations strategy to communicate the Faculty's distinctive identity and enhance the Faculty's reputation. 	To meet appropriate deadlines and enhance the reputation of the University.	10	
<p>5. Provide support to the Director and assist in the implementation of the Unit's operational plans and strategic alliances in relation to TNE student enrolment. Manage visits from current and potential partners from the two regions to the University as and when required.</p>		10	
<p>6. Observe principles and practices of Equal Employment Opportunity</p>	To ensure fair treatment in the workplace.	Ongoing	
<p>7. Have OH&S responsibilities, accountabilities and authorities as outlined in the OHS Roles and Responsibilities Document.</p>	To ensure a safe working environment for self & others.	Ongoing	

Reporting Relationships:

Position Reports to:	Director, Transnational Education and Alliances
Other Key Contacts:	Deputy Vice-Chancellor (International) Offshore Partners/Institutions Associate Dean (International) (all Faculties) Academic Program Directors (Various Faculties). International Marketing Staff and other relevant international office staff (all Faculties) Heads of School. UniAdvice

Selection Criteria – Knowledge & Skills

Essential:

- Knowledge and understanding of the Australian TNE sector
- Demonstrated knowledge and application of international marketing and recruitment strategies
- Demonstrated organisational and administrative skills with an ability to work independently and as part of a team
- Well-developed interpersonal and cross-cultural communication skills including ability to prepare official correspondence and reports
- Demonstrated ability to manage high volumes of work and conflicting priorities

Desirable:

- Knowledge on the University's transnational activities
- Knowledge and understanding of University policies, regulations and practices

Selection Criteria – Education & Experience

Essential:

- A bachelor degree or a combination of education/experience/training deemed to be equivalent
- Experience in liaising with academic institutions on matters pertaining to international education

Personal Attributes:

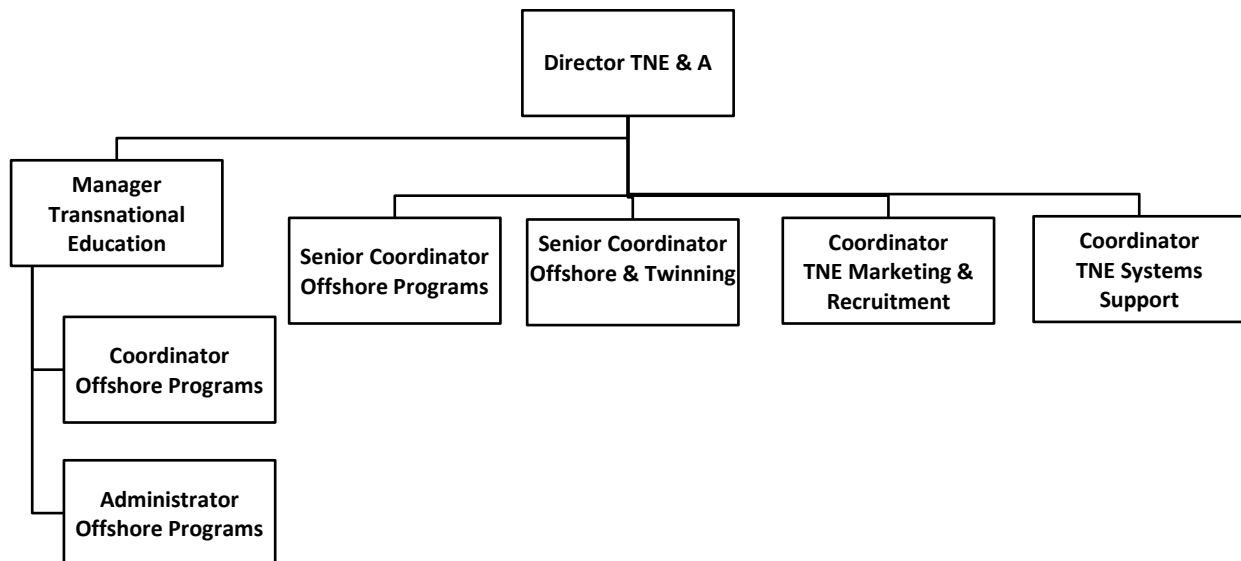
- Work to a high standard; handle sensitive and confidential information
- Knowledge of the demands of education within a tertiary institution
- Ability to work effectively in a deadline driven, high demand environment

Special Job Requirements:

An occasional requirement to work out of normal office hours

International travelling is required.

Organisational Chart:



Approval:

Approved by Head of Unit:

Date:

Approved by Human Resources:

Date:
