

## POSITION DESCRIPTION – General Staff For levels 1 to 5

Position Title: School Leaver Recruitment Officer Level: 5  
Faculty/Division: UniAdvice Department/Location: Schools Liaison Team

### Primary purpose of the position:

Reporting to the School Leaver Recruitment and Communications Coordinator, this position is responsible for marketing the University of Wollongong to future students, by

- Developing and implementing annual marketing and communication strategies to recruit school-leavers from designated territories and regions.
- Plan and implement key recruitment campaigns (including related events and communications if applicable) and key marketing support services common to all territories – campaigns and marketing support services to include one or more of the following, or other campaigns/events/services as required : *Early Admission, Discovery Days, January Options Day, Open Day, Careers Advisors Day, Vice Chancellor’s Excellence Scholarship event, Elevate; management of the Student Representative Team, co-ordination of international school leaver recruitment (onshore and overseas)*

### Position Environment:

School leavers account for approximately 3,000 of the annual 4,000 commencing domestic undergraduate students.

The position holder is a prime contributor to the following UOW 2013-2018 KPI's:

- The commencing target of 7,000 domestic students annually, an increase of 12% over 2012.
- 8% share of UAC 1<sup>st</sup> preferences, from 7.49% in 2012
- Maintenance of a mean ATAR of 75

### Major Responsibilities:

Tasks	Percentage of time	Office Use Only
<p>Develop and implement annual marketing and communication strategies to recruit school-leavers from designated territories and regions</p> <ul style="list-style-type: none"> <li>• develop a regional marketing plan, incorporating target schools and other channels</li> <li>• liaise with other key future student stakeholders in the region, including <ul style="list-style-type: none"> <li>- Regional Campuses and Student Diversity, to ensure appropriate touch points and communications with schools according to segmentation requirements</li> <li>- faculties and other units with schools relationships in the region</li> </ul> </li> <li>• Manage relationship with schools in region at the level of careers adviser and principal through visits in person, briefings, and link visits by student representatives; participation at Career Advisor network events; and counselling of individual students and parents</li> <li>• Plan and implement region-specific events including careers fairs, information evenings, school talks, and associated marketing communications – including co-ordination of staff and student representatives attending these events</li> </ul>	50%	<input type="checkbox"/>

<ul style="list-style-type: none"> <li>Recommend and monitor budget by region</li> </ul>		
<p>Plan and implement designated key recruitment campaigns (including related events and communications if applicable) and/or designated key marketing support services common to all territories – campaigns and marketing support services to include one or more of the following: <i>Early Admission, Discovery Days, January Options Day, Open Day, Careers Advisors Day, Vice Chancellor’s Excellence Scholarship event, management of the Student Representative Team</i></p> <ul style="list-style-type: none"> <li>Plan scope and objectives of event, and cost all elements for approval of Assistant National Marketing and Admissions Manager</li> <li>Gain approvals (formal and informal) through consultations with faculty and unit stakeholders on format and content of campaigns</li> <li>Brief casual staff on objectives of campaign/program, allocate and monitor tasks</li> <li>Work with the Strategic Marketing Communications Team, School Leaver Marketing and Communications Coordinator and Admissions Advice Team to ensure effectiveness of marketing communications - and manage feedback and troubleshoot during and post-campaign/program</li> <li>Where relevant, identify system support needs, and ensure all systems support is in place and tested prior to campaign/program</li> <li>Review effectiveness of event from participant and stakeholder feedback, Return on Investment and incorporate in review document for advice on future campaigns</li> </ul>	50%	
Undertake market research projects including data analysis and competitor benchmarking as required, at territory level and school-leaver market levels	As required	
Supervisory roles: Communicate and consult with staff on workplace and staffing matters. Where designated responsibility for management of the Student Representative Team forms one of the duties, manage all HR associated with the recruitment, selection, training and performance management of members of the team.	Ongoing	
Observe principles and practices of Equal Employment Opportunity	Ongoing	
Have OH&S responsibilities, accountabilities and authorities as outlined in the <a href="http://staff.uow.edu.au/ohs/commitment/responsibilities/">http://staff.uow.edu.au/ohs/commitment/responsibilities/</a> document	Ongoing	

### Inherent Requirements:

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

If you have any injuries, illness, disorder, impairment, condition or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.

### Reporting Relationships:

Position Reports to: School Leaver Recruitment and Communications Coordinator

The position supervises the following positions: The School Leaver Recruitment Officer manages, advises and directs casual employees at various events.

### **SELECTION CRITERIA – Knowledge and Skills**

Essential:

- Demonstrated knowledge of university courses, admissions and the Australian tertiary sector.
- Demonstrated event management skills
- Excellent interpersonal, written communication and presentation skills and the ability to interact effectively and form working relationships – internal and external - at all levels
- Demonstrated ability to identify, evaluate and review the effectiveness of recruitment and marketing strategies and tactics in the tertiary education sector; including the ability to analyse statistical data from a variety of sources to inform strategy
- Ability to work within, and lead a team

### **SELECTION CRITERIA - Education and Experience:**

Essential:

- University degree in relevant discipline, and relevant professional experience
- Demonstrated experience in a marketing or sales role
- Customer service experience

### **Personal Attributes:**

- High degree of motivation, innovation, responsibility, initiative
- Ability to balance multiple priorities and work to deadlines

### **Special Job Requirements:**

- Ability to work flexible hours and travel when required (including overseas, indicative maximum for overseas travel 4 weeks per year)
- Drivers licence

### **Organisational Chart:**

Please attach an up to date organisational chart to this position description.

### **Approval:**

Approval by Head of Unit: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by Human Resources: \_\_\_\_\_

Date: \_\_\_\_\_