

POSITION DESCRIPTION – General Staff

Position Title: Marketing & Admissions Officer

Level: 5

Division: Student Services

Department: International Recruitment & Admissions

Primary purpose of the position:

The position is responsible for the admission and recruitment of international students from designated territories for all courses at all Australian campuses of the University of Wollongong (UOW) and UOW College (the College), or for UOW offshore programs in Singapore, Malaysia and Hong Kong

This position is responsible for admissions and case management of applicants, and supports the international student recruitment strategy for designated regions through attendance at student recruitment events, and provision of market feedback on events and market conditions and demand.

Position Environment:

UniAdvice is responsible for the recruitment of students for UOW and UOW College to meet the University's international and domestic commencing student targets; and is responsible for the marketing and admissions for future international students to UOW campuses in Australia; and admissions for all offshore campuses (except UOW Dubai).

Major Accountabilities/Responsibilities:

Tasks	Outcome	Percentage of time	Office Use
MARKETING & RECRUITMENT			
1. Contribute to the development of the marketing and recruitment strategies for specific territories or target cohorts, encompassing: - maintenance of relationships with key agent, sponsor and pathway institution offices - advice on mission and event planning - report on market demand and event outcomes, in the form of mission reports - undertake agent training and host agent visits, as required - make recommendations for new courses and services, and continuous improvement in recruitment and admissions processes and entry criteria, including feedback and policy advice on matters relating to streamlined student visa processing.	High level of customer service provided to external clients	Up to 25%	
2. Execute the marketing and recruitment strategies for designated territories through participation in student recruitment missions (in-country travel up to 12 weeks per year may be required)	Strategies executed to meet international goals and targets		
ADMISSIONS			
3. Case-manage applications from the time of receipt through to enrolment, including: - assess applications to determine eligibility for admission - provide alternative study options where direct entry not met. - assess applications for credit transfer; - convert offers to enrolments - liaise with Faculties to establish competitive outcomes for new credit transfer	Students enrolled, maximising conversion. Credit transfer precedents established	up to 75%	

applications and opportunities.			
4. Ensure agents, colleagues in UniAdvice, and relevant Faculty staff participating in recruitment activities are trained in all aspects of admission from the designated territories – this includes training in the educational systems and processes relating to acceptance of offer and visa application. Relevant training to be extended to staff engaged in conversion activities where relevant.	Agents, UniAdvice and Faculty staff fully competent in admissions and related issue to facilitate recruitment of students		
5. Observe principles and practices of Equal Employment Opportunity		Ongoing	
6. Have WH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ 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:	International Admissions Coordinator
The position supervises the following positions:	Nil
Other Key Contacts:	As per below

Key Relationships:

Contact/Organisation:

- Manager and Assistant Manager, International Marketing & Admissions
- International Admissions Coordinator
- Marketing and Communications Coordinators
- Deputy Vice-Chancellor (International)
- Agents and representatives

Purpose & Frequency of contact

Development of marketing strategy for specified territories, and execution of strategies for all channels.
 Direction on admissions caseload and admission procedures
 Feedback into recruitment strategies and participation in events in the nominated region as directed
 International partnerships, policy, recruitment
 Management of agent network

Key Challenges:

1. Balancing recruitment objectives while maintaining admissions integrity and a focus on recruiting high quality students, within a highly regulated environment.
2. Consistent high level of professional liaison with representatives of diverse network of recruitment channels, including representatives of foreign governments, consular officials, sponsors, agents, international students and their parents, that upholds and enhances the reputation of UOW and leads to positive recruitment and

sponsorship outcomes.

3. Managing a very high volume of admissions case-load to meet client expectations of response times in a competitive market.

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Experience in international student admissions or other application assessment role
- Sound knowledge of the tertiary education system in Australia, and in one or more of the designated countries or territories nominated for the position
- Excellent interpersonal and cross-cultural skills with the ability to develop strong, positive relationships with a diverse range of clients, including potential students, agents, institutional representatives at all levels of seniority, sponsors, government officials.
- Excellent spoken and written English language, and the ability to liaise effectively with internal clients; excellent presentation skills
- Excellent computing skills, including experience with systems (such as student, customer relationship management, and web-content management systems) and high level administrative skills.
- Effective time management skills and the ability to prioritise competing demands in a high volume work environment, while maintaining consistency and accuracy
- Willingness and ability to travel for up to 12 weeks per year

Desirable

- Proficiency in one or more languages relevant to the designated territories

SELECTION CRITERIA – Education & Experience:

Essential:

- Bachelor degree in a relevant area; or equivalent combination of post-secondary qualifications and extensive relevant professional experience.
- Relevant experience in a marketing, sales or customer service

Personal Attributes:

- Excellent interpersonal and cross-cultural skills with the ability to develop strong, positive relationships with a diverse range of clients, including potential students, agents and institutional representatives at all levels of seniority

Special Job Requirements:

- The position has the requirement to attend in-country recruitment activities as needed, with a maximum of 12 weeks per year in the designated territories
- Designated territories may change over time subject to changes in demand and market conditions
- Willingness and ability to travel for up to 12 weeks per year

Approval:

Approved by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____