

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

Position Title: Admissions Advisor                      Level:                      3/4  
Division:                      Student Services Division                      Department:                      Vice Principal Administration – UniAdvice

### Primary Purpose of the Position:

The Admissions Advisors are the first point of contact for UOW and UOW College future student enquiries (both international and domestic) and support the recruitment and conversion strategies of UniAdvice.

### 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. UniAdvice 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).

The Admissions Advice team is responsible for:

- Enquiry management of future international and domestic students for UOW and UOW College
- Booking management for on campus and offshore events
- Conversion strategy, procedures and campaigns

### Major Responsibilities:

Tasks	Percentage of time	Office Use Only
1. Provide tailored course counseling, informed student-to-course matching, and exceptional customer service to students and other stakeholders in matters related to the student recruitment cycle, via face to face, email, social media, web portal and telephone enquiries	65%	
2. Accurately record details, communication and required marketing intelligence within CRM and utilise appropriate templates to provide customised information		
3. Perform conversion activities, including outbound calling, generating reports and sending bulk communications to future students	20%	
4. Support Admissions teams in high-volume periods, where required, in order to ensure excellent customer service and minimise turn-around times	15%	
5. Support future student recruitment activities, including campus tour and event booking coordination and follow-ups		
6. Develop and maintain a network of contacts within UOW		
7. Make recommendations for new or modified services, procedures and correspondence based on prospective student feedback		
8. Orientate and mentor new Admissions Advisors		
9. Observe principles and practices of Equal Employment Opportunity	Ongoing	
10. 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	
11. Undertake any other duties as within the range of skills normally employed by and officer of this classification	Ongoing	

## Reporting Relationships:

Position reports to: Admissions Advice Team Leader

The position supervises the following positions: N/A

## SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Excellent interpersonal and communication skills with the ability to effectively communicate and interact with individuals from a variety of cultural and non-English speaking backgrounds
- Ability to quickly acquire and retain a high volume of detailed information, keeping up-to-date with UOW and UOW College courses and application processes
- Excellent time management skills and the ability to cope with high volume and fluctuating workloads
- Excellent problem-solving skills and ability to exercise judgment in a fast-paced work environment
- Demonstrated attention to detail in data entry
- Knowledge of Microsoft Office, databases and reporting tools, and ability to adapt quickly to new applications
- Good rapport-building skills

Desirable:

- Sound knowledge of the secondary and tertiary education system in Australia

## SELECTION CRITERIA - Education and Experience:

Essential:

- Previous experience in a sales or customer service role which requires high level advising

Desirable:

- A current or completed TAFE- or University-level qualification

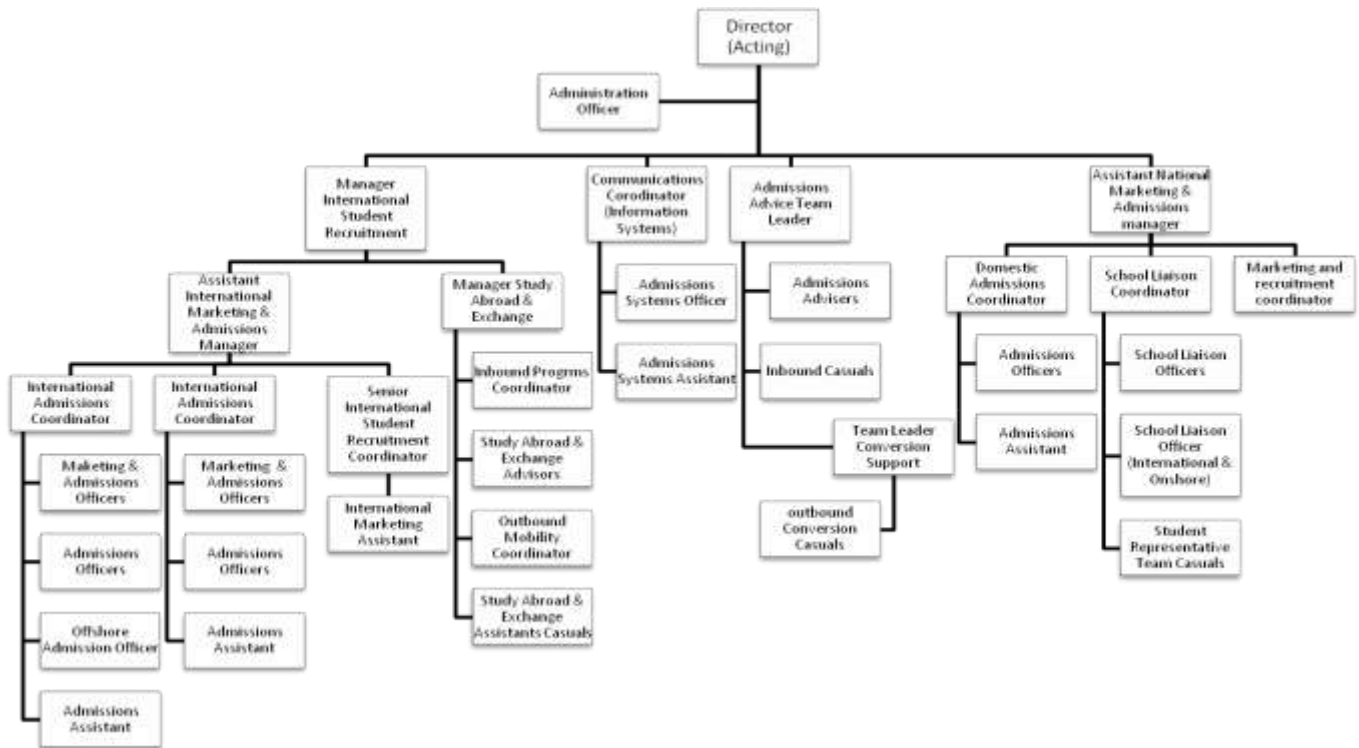
## Personal Attributes:

- Embraces a team spirit and customer-oriented work ethic
- Displays initiative
- Ability to remain fresh and professional in communications while carrying out repetitive tasks

## Special Job Requirements:

- Willingness to work extended hours and/or flexible starts when necessary
- Ability to attend student recruitment events for UOW and UOW College where required

## Organisational Chart:



## Approval:

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

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

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

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