

## POSITION DESCRIPTION – Professional Services Staff

Position Title: Senior Manager, Student Recruitment Level: 10  
 Division: Student Services Division Department: Administration

### Primary purpose of the position:

The Senior Manager, Student Recruitment, is responsible for the University's international and domestic student recruitment activities across all cohorts. The Senior Manager, Student Recruitment ensures the University's student recruitment strategies are implemented and reviewed for effectiveness and efficiency. The Senior Manager is considered the subject matter expert on student recruitment at the University, providing advice to key internal stakeholders. To facilitate excellent recruitment outcomes the Senior Manager must maintain strong, positive relationships with both internal and external stakeholders. The continued development of a high performance and service delivery culture within the unit will also be critical to the Senior Manager's success.

### Position Environment:

The University of Wollongong aims to be in the top 1% of universities worldwide and is currently undergoing a strategic transformation to ensure its operations are aligned to this goal. There are over 30,000 students studying at UOW's onshore and offshore campuses. UOW is committed to ensuring a high quality student experience is delivered at all of its campuses from enquiry to graduation and beyond. The Senior Manager, Student Recruitment, and their staff are part of the Student Services Division. The Student Services Division includes; Student Recruitment, Admissions, Fees and Scholarships, Academic Administration, Student Service, Student Systems, Student Representation. The Division is committed to high quality service delivery for all stakeholders and is a significant contributor to the achievement of key performance indicators in student recruitment, retention, satisfaction and completion.

### Major Accountabilities/Responsibilities:

Responsibilities		Outcome	Percentage of Time
1.	Develop, coordinate and implement University student recruitment strategies in consultation with key internal stakeholders	University student recruitment KPI's are met	30
2.	Operational Management of all student recruitment activity including developing and monitoring progress against an annual business plan and budget, implementing and reviewing effective policies and procedures.	Efficient and effective completion of related activities	20
3.	Develop and monitor measurements of effectiveness and stakeholder satisfaction with a view to continuous improvement and provide leadership in the development, delivery and communication of standards for key student recruitment activities.	High levels of stakeholder satisfaction and continual improvement across all activities	15
4.	Achieve good outcomes in staff management by setting and reviewing objectives with direct reports, guiding and assisting them in the resolution of issues, identifying and implementing staff development and training strategies and deploying staff resources to reflect needs.	Key performance indicators are met, staff are engaged and a positive team culture is present	10
	Manage international admissions procedures in accordance	UOW international admissions	10

	with all relevant admissions policies and procedures	processes are effective, efficient and meet all quality objectives	
5.	Ensure external relationships are managed (e.g. DIAC, overseas education partner institutions, education agents, schools, sponsors)	Key relationships are leveraged for maximum results	5
6.	Manage and interpret policy, legislative, compliance and regulatory requirements impacting operations	Ensure processes are compliant and designed to meet all reporting obligations and mitigate risk	5
7.	Participate in sector networks and be informed of contemporary student recruitment practice	UOW student recruitment is responsive and innovative	5
8.	Supervisory roles: Communicate and consult with staff on workplace and staffing matters.	To foster direct relationships with staff and enhance engagement with the organisation.	Ongoing
9.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
10.	Have WH&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	To ensure a safe working environment for self & others.	Ongoing

**Reporting Relationships:**

Position Reports to:	Director, Student Services
The position supervises the following positions:	Manager, Domestic Recruitment Manager, International Recruitment and Admissions
Other Key Contacts:	As outlined below

**Key Relationships:**

**Contact/Organisation:**

- Deputy Vice-Chancellor (Global Strategy)
- Faculty Executive Managers
- Senior Manager Strategic Marketing and Communications
- Director Strategic Planning and Marketing
- General Manager, UOW College
- Director, Academic Quality and Standards

**Purpose & Frequency of contact**

- Issues, policies, procedures or key relationships impacting or influencing student recruitment, delivery to agreed SLA
- Development and coordination of student recruitment strategy and planning
- Joint planning and execution of key marketing collateral
- Planning data
- Issues, policies, procedures or key relationships impacting or influencing student recruitment, delivery to agreed SLA
- Admissions Entry quality

**Key Challenges:**

1. Responsibility for strategic University-level key performance indicators – student recruitment
2. Balancing demands of a high volume environment with required strategic and analytical approaches
3. Staff engagement and development through organisational change

4. To achieve the unit's strategic work objectives through direct communication and consultation with staff and colleagues.

### **SELECTION CRITERIA - Knowledge & Skills:**

#### Essential:

- Knowledge of the Australian higher education sector and the macro-environment it operates within
- Sophisticated knowledge of Australian higher education sector and international education (education export) sector across higher education and other relevant (vocational, ELICOS, secondary) sectors.
- Demonstrated knowledge of demand patterns (internationally and for Australia) for education across key source markets for Australian institutions and UOW in particular, and risks and impediments in those key markets.
- Demonstrated high levels of competence in staff management and change management
- High level of skill in coaching and leading management and operational staff.
- Demonstrated ability to adapt operations to meet new requirements
- Demonstrated highly developed, interpersonal, negotiation and communication skills, including the ability to prepare reports, policies and major documents and work successfully with all stakeholders.
- Demonstrated ability to analyse policy and legislative requirements and develop and sustain an operational environment to respond to these
- Well-developed strategic and problem solving skills, including the ability to be innovative and creative in providing advice and generating solutions
- Strong focus on high performance and delivering outcomes

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

#### Essential:

- Management experience in an international education environment
- Tertiary qualification/s in a relevant discipline (e.g.: Marketing and/or Business) and significant experience in business management or support and/or combination of relevant experience and/or education and training
- Team leadership and cross-functional leadership experience
- High level management skills in both day to day operations as well as in long term planning
- Demonstrated ability to contribute effectively to a senior management team
- Experience in effectively managing change
- Demonstrable success in developing and implementing student recruitment plans to achieve organisational targets and KPI's
- Experience applying current economic and political trends to their likely impact within key markets.

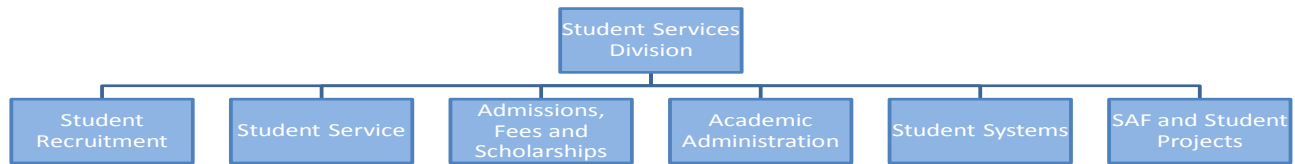
### **Personal Attributes:**

- Ability to challenge the status quo
- Ability to manage issues and find solutions with objectivity
- Ability to work flexibly and effectively in a changing environment
- Strong focus on performance and outcomes
- Positive management and leadership style

### **Special Job Requirements:**

This position requires work outside of normal hours and travel.

## Organisational Chart:



## Roles and Responsibilities in Relation to Workplace Health and Safety:

The University of Wollongong is committed to providing a safe and healthy workplace for its workers, students and visitors. All members of the University community have a collective and individual responsibility to work safely and be engaged in activities to help prevent injuries and illness.

In addition to the major accountabilities/responsibilities required for your position, you also hold the following roles and responsibilities in relation to Workplace Health and Safety:

### *All Staff*

- Take reasonable care for your health and safety as well as others.
- Comply with any reasonable instruction by the University.
- Cooperate with any reasonable policies and procedures of the University including reporting of hazards or incidents via the University reporting process.
- Certain staff have specific responsibilities for Work Health and Safety (WHS), further information is available in the document [Roles And Responsibilities for WHS](#) and [WHS Management System](#).
- Ensure work area, equipment and practices are compliant with applicable legislation, standards, codes of practice and University guidelines.
- Ensure risk management activities are undertaken to minimise WHS risk including hazard and incident reporting, risk assessment and safe work procedures.
- Provide the necessary instruction, information, induction, training and supervision to enable work to be carried out safely.
- Ensure Work Health and Safety (WHS) activities and requirements are implemented for area as outlined in the [Roles And Responsibilities for WHS](#) and [WHS Management System](#).

## 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.