

**REGIONAL COORDINATOR
POSITION DESCRIPTION**

Position Title:	Regional Coordinator	Position Number: 00002781	Faculty/Division: DVCA
Classification:	HEO7	No. Direct Reports & Highest Classified Position: N/A	School/Branch: Pro Vice-Chancellor (International)
FTE: 1.0	Reports to: Regional Manager	Fixed Continuing X	Discipline/Unit: International Office
Position Summary:	<p>The International Office is responsible for the recruitment and admission of international students to the University of Adelaide. In 2014, there were more than 6,300 international students from over 90 different countries studying at the University's campuses. Key responsibilities of the International Office include the assessment and processing of international student applications, marketing to prospective international students (overseas and in Australia), and management of the University's network of International Representatives and offshore contractors.</p> <p>The Regional Coordinator, working under limited direction, is part of the team involved in the recruitment of international students and is responsible for the development, implementation and management of international marketing activities for designated markets.</p>		
Position Characteristics:	Scope	The International Office wishes to attract high-quality applications for admission from prospective international students. The development and implementation of sound marketing strategies and building good relationships with key stakeholders is essential to this process.	
	Significant internal/external relationships	<ul style="list-style-type: none"> • International students (prospective and current) • Overseas representatives (agents) • Academic and Professional staff from across the University including Associate Deans (International) • Professional staff within the International Office • Offshore staff in China, Indonesia, Malaysia and India • Bradford College and other pathway providers • South Australian Tertiary Admissions Centre (SATAC) • Representatives from relevant Commonwealth and State Government Departments and Agencies in Australia and overseas, including the Department of Immigration and Border Protection, Austrade, Department of Foreign Affairs and Trade (DFAT), Study Adelaide and other government and non-government organisations involved with international student matters 	
	Special conditions	<ul style="list-style-type: none"> • Capacity to undertake extensive overseas travel several times a year, sometimes at short notice, for periods exceeding two weeks at a time • Overtime as required • Reasonable workplace adjustments will be made for people with a disability. 	
	Delegations	Nil	

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Key Responsibilities and Outcomes	1	International marketing and recruitment	<ul style="list-style-type: none"> ▪ Develop, implement and manage marketing and recruitment activities for designated overseas markets and programs. ▪ Contribute to the development of new strategies to attract international students to the University. ▪ Provide high-level reports on the designated region's recruitment activities, market data and marketing activities ▪ Represent the University at overseas recruitment fairs, exhibitions, agent interview programs and other forums ▪ Assist in the production of effective marketing tools to promote the University to prospective international students ▪ Provide regular input and feedback on publications and website to ensure currency of information ▪ Promote the University by organising visits by international visitors in relation to recruitment of students ▪ Assist in the development and implementation of digital and social media marketing strategies
	2	Stakeholder relations	<ul style="list-style-type: none"> ▪ Maintain close collaborative working relationships with University partners, other educational institutions, and agents/student recruitment representatives to facilitate the transfer of students to the University. ▪ Seek feedback from stakeholders on the effectiveness of the relationship with the view to improve performance
	3	Service and advice	<ul style="list-style-type: none"> ▪ Advise prospective international students on study opportunities at the University. ▪ Provide support to other Regional Coordinators during their absences on overseas travel as required
	4	Project work	<ul style="list-style-type: none"> ▪ Undertake special projects and program activities as required

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Criteria	Capabilities and Behaviours	Achievement Drive	<ul style="list-style-type: none"> • Deals with conflicting demands quickly and calmly • Sets targets to achieve results • Delivers high quality outputs
		Communication	<ul style="list-style-type: none"> • Adapts style and content of communication of ideas and information to match the audience • Uses high level verbal and written communication skills (clarifying questions, summarising, paraphrasing) to ensure their meaning is understood
		Teamwork	<ul style="list-style-type: none"> • Builds collaborative working relationships with internal and external stakeholders • Provides appropriate information, support and encouragement to enable successful task completion • Contributes ideas towards continuous improvement of processes and services.
		Service Focus	<ul style="list-style-type: none"> • Takes personal responsibility to resolve enquiries, requests and complaints • Models high standards of service delivery to clients and stakeholders • Establishes systems to gather feedback from clients about service and to identify areas for improvement
		Relationship Building	<ul style="list-style-type: none"> • Respectfully interacts with people from diverse backgrounds and experiences • Develops a broad network of useful contacts both inside and outside the University • Builds rapport by making informal contacts in own and other work areas
		Flexibility and adaptability	<ul style="list-style-type: none"> • Adapts responses and tactics to fit changing circumstances

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	<p>Knowledge and Experience</p>	<p>Essential</p> <ul style="list-style-type: none"> • Demonstrated knowledge and understanding of the international tertiary student market • Demonstrated marketing and business development skills and relevant experience, preferably in international education • Proven interpersonal and liaison skills in building constructive relationships with stakeholders both within and external to the University, including government agencies, agent representatives, prospective students and their parents, and education and other business partners • Proven oral and written communication skills, including the ability to make effective presentations and produce high quality written documents, promotional materials and reports • A willingness and capacity to undertake extensive overseas travel on behalf of the University • Demonstrated initiative and drive, and the ability to work both independently and as part of a team • Demonstrated effective cross-cultural communication skills • Demonstrated ability to interpret and apply relevant policies and procedures <p>Desirable</p> <ul style="list-style-type: none"> • Knowledge of education systems in overseas countries
	<p>Qualifications</p>	<ul style="list-style-type: none"> • A tertiary qualification or an equivalent combination of relevant experience and/or education/training
<p>Occupational Health, Safety and Welfare Requirements</p>		<ul style="list-style-type: none"> • All Supervising staff are required to implement and maintain the University's OH&S Management System in areas under their control ensuring compliance with legislative requirements and the established Performance Standards. All other staff will assist the Head of School/Branch to create and maintain a safe and healthy work environment by working safely, adhering to instructions and using the equipment provided in accordance with safe operating procedures. Where appropriate, staff will initiate and participate in worksite inspections, accident reporting and investigations, develop safe work procedures and provide appropriate information, instruction, training and supervision. Staff will also inform the Head of School/Branch of any unsafe working practices or hazardous working conditions.

