



Job Description

Assistant Director Marketing and Recruitment UWA College

August 2021

Context

UWA College is The University of Western Australia's own pathway course college.

The college itself is operated and run under contract to the University by INTO University partnerships.

INTO University partnerships is a global provider of pathway programme in partnership with 24 other Universities in both the UK and US.

Reporting line

This position will report to the UWA College Director.

Job dimensions

To maximise the recruitment of international students to UWA College by driving and supporting the recruitment and promotional activities of the INTO global sales team spread across a network of overseas offices.

To be a passionate advocate of the UWA College student experience –ensuring the benefits are communicated successfully across a variety of media to all stakeholders.

To develop and implement strategies with colleagues in-centre, in UWA, in the marketing teams and with our global sales teams, to recruit international students to UWA College and where applicable UWA degrees.

Key accountabilities and duties

Management

- Display a strong, creative, and proactive approach to management together with excellent leadership, interpersonal, communication and motivational skills.
- Promote best practice in all aspects of work, championing role-model behaviour.
- Build sound knowledge of all areas of the business and understand business challenges

THE UNIVERSITY OF WESTERN AUSTRALIA
M464A, 35 STIRLING HIGHWAY
PERTH, WA 6009
AUSTRALIA

E auadmissions@intoglobal.com
W www.intoglobal.com/uwa



CRICOS Provider Code: 00126G

INTO Perth Pty Ltd is an approved third-party provider of the University of Western Australia and will provide the Course on its behalf.

(Commercial, Financial, Academic and Economic).

- Utilise a structured approach to managing individual and team performance.
- Organise and deliver strategic internal meetings, either face to face or via web conferences.
- Deliver key input to the UWA College Management Team and UWA meetings as appropriate.
- Manage key relationships within the College with UWA College Admissions, INTO Regional Offices, INTO Global Recruitment Unit, UWA Future Students and UWA Schools/Faculties.
- Manage an allocated budget within agreed guidelines ensuring that expenditure maximises return on investment.
- Manage a small team.
- Adhere to all company policies and procedures including those in relation to own and others' health, safety and wellbeing.
- Comply with General Data Protection Regulations in relation to student and company data.

Student Recruitment

- Meet or exceed annual new student enrolment targets through effective sales and marketing strategies.
- Work with UWA College and UWA colleagues to drive recruitment.
- Commit to the on-going improvement of personal sales skills through training opportunities.
- Work with INTO Regional Offices team to drive activity that ensures UWA College enrolment targets are met.
- Undertake overseas and interstate travel to support recruitment and promotional activities, as required.
- Utilise excellent presentation and business writing skills.
- Maximise sales development and product development opportunities.
- Deliver strategic input into the launch of new products.
- Facilitate communication between the UWA College Director and Regional Recruitment Directors to drive key recruitment strategies and activities.
- Analyse, recommend, and present marketing, promotional and/or advertising opportunities to support student recruitment to the Centre.
- Provide ongoing training, support, and detailed product knowledge to the INTO Global Recruitment Unit team.
- Lead the planning and delivery of excellent inbound customer experiences with UWA College, including agent familiarisation (in-person and digital), College and campus tours, and scheduled and ad-hoc visits from prospective students, parents, and agents.

Marketing

- Work with the UWA College Director to drive strategic marketing campaigns and activities for the college.
- Develop tactical marketing campaigns to promote UWA College initiatives.
- Liaise proactively with INTO and UWA Marketing teams to ensure the College is represented appropriately and compliantly in print and digital media.
- Act as custodian for the UWA, UWA College and INTO brands, internally and externally.
- Produce marketing and recruitment reports as required by the UWA College Director.

Customer Service

- Liaise closely with UWA College Admissions to encourage an efficient, customer-centred approach to the student application and enrolment process.
- Assist Regional Offices to ensure recruitment education advisors receive the appropriate levels of customer service.
- Present a professional and positive image of UWA College at all times.
- Suggest and make improvements to customer service at all levels within the organisation.

- Work with the UWA College Director to ensure UWA College delivers an outstanding student experience as measured by the student surveys.

Stakeholder Relationships

- Cultivate and maintain productive relationships with Global Recruitment Unit staff and their representatives.
- Develop and maintain close working relationships with UWA including Brand, Marketing and Recruitment, Global Engagement, Admissions and Schools.
- Work co-operatively and supportively with UWA College staff to ensure good channels of communication and exchange of relevant data.

Pastoral Responsibilities

- Promote a culture that takes account of the diversity and wellbeing of international students.
- Be committed to promoting and safeguarding the welfare of young adults.
- Support students on programme, and where permissible and appropriate liaise with recruitment education advisors and the regional teams as required.

Location

The role is based in Perth. Substantial travel within Australia and internationally will be necessary, and flexibility is required to meet the demands of the post, including occasional weekend working. The role holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our Safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

All applicants who are offered employment will be subject to a National Police Certificate before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

See next page for person specification...

Person specification

	Essential	Desirable
Legal status	<ul style="list-style-type: none"> Right to work in Australia. 	
Education/ qualifications	<ul style="list-style-type: none"> Relevant Undergraduate degree. 	<ul style="list-style-type: none"> Relevant Postgraduate qualification. Relevant recent professional development that prepares the applicant for this post. Relevant additional language proficiency.
Experience/skills	<ul style="list-style-type: none"> Experience of holding responsibility for the development of plans and programmes in a target-driven, customer service environment. Demonstrable experience of successful international sales. Relevant recruitment and marketing experience within the Australian Higher or Further Education sectors In-depth knowledge of international student recruitment strategies. Knowledge of the needs and expectations of international students. Familiarity and experience in generating demand from a range of student recruitment channels – including B2B and B2C. Collaborative key account management skills. Exceptional time management skills. 	<ul style="list-style-type: none"> Understanding of the Australian Higher or Further Education sectors including regulatory compliance. Experience of working in/with a pathway provider.



Experience/skills	<ul style="list-style-type: none">• Excellent command of written and spoken English.• Excellent IT skills including with Salesforce or a similar CRM and Microsoft Office, e.g. Word, Excel, PowerPoint.• Competence in the use of digital skills to facilitate communication.• Competent at interpreting management information.• Facilitative management style and able to work with and motivate a team in a fast-paced, dynamic environment.• Ability to build and manage relationships with peers, senior managers and a wide range of external stakeholders.• Ability to develop, implement and improve effective and efficient procedures.• Initiative and problem-solving capability.• Demonstrated ability to manage competing priorities to meet strict deadlines.• Demonstrated track record of meeting/exceeding ambitious targets.• Capability to work independently with minimal supervision, and as part of a team.• Driven, results-orientated and focused nature.• Understanding of the skills and knowledge required by students to make a successful transition into higher education programmes at Undergraduate and Postgraduate levels.	
--------------------------	---	--