

JOB DESCRIPTION

Position Title: Associate Director Global Student Recruitment

Position number:

Business unit: Global Student Recruitment

Location: Building 39A,
University of Wollongong

Reports to (title): Director Global Student Recruitment

TRF placement: PROF1

Primary purpose

As one of Australia's few institutions with a global network of campuses spanning four countries, in 2021 the University of Wollongong transitioned to a global approach for managing international student recruitment under a framework managed by its wholly owned subsidiary, UOW Global Enterprises. The framework leverages the UOW global campus footprint, breadth of human resources and global agent network to undertake student recruitment for UOW Australia and UOW College Australia as well as UOW's international campuses close to target markets.

Led by the Executive Director Business Development, a core team based at UOWGE headquarters in Australia drives the global recruitment strategy, while operational recruitment services are provided by recruitment hubs co-located at the UOW offshore campuses in Dubai, Hong Kong, Malaysia, and India (teaching location in India under development). Regional staff are located close to future students and are able to provide responsive service throughout the student recruitment life cycle from awareness through to application and ultimately enrolment.

This global approach to international student recruitment is supporting a global campus approach to the international student experience. Other key benefits include:

- Student recruitment teams being closer and more deeply connected to target markets and their influencers, enabling greater responsiveness to cultural, political, and social developments.
- Enabling of a cohesive strategy to promote UOW's offerings to a wider variety of students with different desired destinations and post-study aspirations.
- Facilitating strategic positioning and brand alignment of UOW's offerings while also allowing for regional context.
- Enabling UOW to leverage the University's established network of influencers and agents to recruit to all campuses.
- Response to agent and student enquiries in real time.

The Associate Director Global Student Recruitment reports directly to the Director and is primarily responsible for the delivery of agreed strategies to achieve recruitment targets.

The Associate Director Global Student Recruitment will actively demonstrate the UOWGE Corporate Values (passion, innovation, integrity, collaboration, courage, excellence).

Key responsibilities/accountabilities

Key responsibilities/accountabilities	Outcome
<p>Recruitment Targets and Plans</p> <ul style="list-style-type: none"> • Contribute to the development of the Global Student Recruitment Strategy and recruitment plans for all markets and across all levels and modalities, recommending tactics and channels to deliver agreed regional and country targets • Work across multiple stakeholders to provide recommendations to inform strategic and operational planning and decision-making 	<p>Recruitment targets are informed by market intelligence.</p> <p>Resources and channels are optimally deployed to achieve targets.</p>

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<p>Regional Recruitment Capability</p> <ul style="list-style-type: none"> • Support the Director Global Student Recruitment in ensuring that regional recruitment staff are trained to handle growth efficiently through an agent-led recruitment strategy. • Provide performance data to support decisions regarding agent engagement and frequency/type of engagement x market 	<p>Regional recruitment teams are achieving agreed targets via agreed channels.</p>
<p>Agent Management</p> <ul style="list-style-type: none"> • Develop policies and procedures to manage quality education agents through effective onboarding practices, training, monitoring, and corrective action (Agent Management Policy). • Implement and review agent targets, incentives, and marketing support to generate target income in identified markets. 	<p>Agents are providing a critical contribution to achieving recruitment targets of high-quality students.</p>
<p>Partnership Management</p> <p>Support the execution of the Global Recruitment Partnership Strategy, which includes:</p> <ul style="list-style-type: none"> • International schools – provide advice to deliver undergraduate enrolment growth. • Institutional partnerships — support regional recruitment teams to service institutional partnerships, including Credit Transfer Arrangement (CTA) partners in key markets (working with faculties and under the guidance of faculty academics) • Scholarships and sponsorship bodies – work with Regional Hub Managers to ensure they drive enrolment growth from sponsored students 	<p>Strong in-market relationships are developed with schools, institutional partners, sponsors, and scholarship bodies, leading to target-based recruitment outcomes.</p>
<p>Recruitment Marketing Strategy</p> <ul style="list-style-type: none"> • Provide market intelligence to develop international recruitment marketing campaigns and multi-media assets, materials, resources and tools to deliver on approved plans • Identify trends to optimise spending and performance based on market insights • Support effective enquiry-to-application nurture through coordination between the digital campaign management and the recruitment hubs (lead capture and retargeting) and drive continuous improvement in student conversions • Collaborate with the conversions team at UOW to deliver strong conversion performance (offer to enrolment) 	<p>Effective international recruitment marketing campaigns are developed and implemented, leading to increased brand awareness and student interest.</p> <p>Market intelligence is leveraged to optimise spend and performance, resulting in improved enquiry-to-application conversion rates.</p> <p>Close coordination between digital campaign management and recruitment hubs ensures a seamless nurturing process, contributing to a high conversion rate from offer to enrolment.</p>
<p>Performance Monitoring and Reporting</p> <ul style="list-style-type: none"> • Assist with regular reporting and monitoring aligned with organisational goals, priorities, and student recruitment KPIs. Provide actionable insights for the Director of Global Recruitment and relevant staff across: <ul style="list-style-type: none"> ○ International student recruitment trends and performance (e.g., agent performance, conversion rates) ○ External sector data and government policies (e.g., market environment, competitor intelligence) ○ Regional recruitment hub performance 	<p>The performance of the global recruitment function is visible to key stakeholders.</p> <p>The global recruitment function is performed based on data-informed decision-making.</p>

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<ul style="list-style-type: none"> • Ensure accurate and timely data provision for internal and regulatory reporting. 	
<p>Compliance Management</p> <ul style="list-style-type: none"> • Ensure staff and agents are adequately informed and trained to represent UOW and to carry out their functions in accordance with agent agreements and with relevant regulatory requirements of each responsible jurisdiction and internal and external admissions and quality assurance policies 	<p>The global recruitment function operates according to all compliance requirements of relevant jurisdictions.</p>
<p>Admissions Compliance</p> <ul style="list-style-type: none"> • Monitor the volume and quality of applications generated to ensure they meet pre-agreed performance metrics and standards. • Work with the UOW International Admissions Unit to: <ul style="list-style-type: none"> ○ Monitor country-specific processes or policies, e.g., qualification equivalences, Genuine Student (GS) screening, and ○ Inform on emerging risks and provide market feedback to inform processing priorities 	<p>UOW and UOWGE are informed to make admissions processing and policy decisions.</p> <p>Admissions processing carried out by UOW and UOWGE is driving strong conversion performance.</p>
<p>Business Transformation</p> <ul style="list-style-type: none"> • Support the development and implementation of systems that improve efficiency across the global student recruitment model. 	<p>Growth and expansion transactions are supported by effective student recruitment strategies.</p> <p>The Global Recruitment capability is supported and enhanced by effective operating systems.</p>
<p>People Management</p> <ul style="list-style-type: none"> • Manage staff and other resources in accordance with performance plans, operating plans and budgets. 	<p>Resources are optimally allocated and managed.</p> <p>All initiatives are evaluated for ROI and adjusted accordingly.</p> <p>Staff are motivated and focused on required priorities.</p>

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 UOWGE to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. UOWGE wants to place you in the best situation to use your skills effectively in the position you are applying for at UOWGE.

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Other Responsibilities

1. Work health and safety responsibilities:
 - a. take reasonable care for your health and safety, and
 - b. take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons, and
 - c. comply, so far as reasonably able, with any reasonable instruction that is given to ensure compliance with work health and safety legislation; and
 - d. co-operate with policies or procedures relating to health or safety at the workplace.
2. Observe principles and practices of Equal Employment Opportunity (EEO).
3. Declare any conflicts of interests that may arise during your employment to the People and Culture Department.
4. Evaluate, train, develop, and motivate staff.

Reporting Relationships

Position Reports to:	<ul style="list-style-type: none"> • Director Global Student Recruitment
This position Supervises the following positions:	<ul style="list-style-type: none"> • Global Student Recruitment Administrator • Global Student Recruitment Digital Engagement Specialist • Team Leader Offshore Conversions • Team Leader Offshore Admissions
Other Key Contacts	<ul style="list-style-type: none"> • UOWGE Executive Director Business Development • Recruitment teams at UOW institutions • Admissions Unit at UOW • Compliance Unit at UOW • Global student recruitment staff • External service providers (including recruitment agencies)

Selection criteria – Education and Experience

Essential:

- Bachelor's degree coupled with relevant post degree experience and/or professional training.
- Experience in monitoring the performance of an education agent network.
- Proven experience in delivering outcomes against key performance indicators, with the ability to motivate and inspire team members to achieve performance goals.
- Demonstrated experience in contributing to strategy deployment in highly competitive business environments.
- Understanding or experience in supporting Credit Transfer, English and Academic pathway agreements onshore in Australia and offshore by working effectively with partners, agents, academics, admissions, and recruitment units.

Selection criteria – Knowledge and Skills

Essential

- Strong analytical and business writing skills.

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- Demonstrated ability to analyse research data and write recruitment and marketing strategies for the tertiary education sector, and to evaluate and review/report on their effectiveness.
- Excellent communication skills with a demonstrated ability to engage, develop and maintain critical relationships with internal and external stakeholders at all levels.
- Demonstrated supervisory experience and the ability to manage staff effectively in an outcomes-focused environment.
- Proven ability to recognise and initiate solutions to problems quickly and effectively.
- Proven ability to lead and manage a team in a challenging and dynamic environment, including a positive approach to challenges and an ability to drive creative solutions.
- Excellent relationship management skills, including strong interpersonal skills with demonstrated ability to effectively communicate and productively engage with internal and external stakeholders.

Desirable

- Highly developed business acumen and demonstrated ability to work in complex situations and with a high level of autonomy in an international environment.
- High-level cross-cultural skills and experience in working with people from other cultures.

Personal Attributes

- Ability to maintain the strictest levels of confidentiality at all times.
- Has integrity and operates with transparency.
- Resilient and adaptable to change.
- Certified proof of right to work in Australia.