



## Position Description

<b>Position Title:</b> Associate Director, Global Sales and Conversion	<b>Classification:</b> Bond 7
<b>Faculty/School/Office:</b> Office of Future Students	<b>Date Position Classified/Updated:</b> May 2024

The Office of Future Students (OFS) at Bond University has a clear vision to raise the University's global reputation as a premium institution with a distinct value proposition, to generate growth opportunities and to encourage more students to consider, engage with, and ultimately choose to study at Bond University.

### **Purpose of the Position:**

The role's primary purpose is to lead, develop, implement, and be responsible for the university wide future student conversion for the entire student recruitment pipeline for domestic and international students.

Lead, coach and develop sales-focused conversion and enquiry teams, embedding a culture of continuous improvement and building team maturity over time.

Providing strategic oversight in the nurturing and conversion pipelines for all student recruitment stages, from initial enquiry through to enrolment, to increase conversion performance through developing and leading all outbound campaign activities and project work.

High-level involvement in cross-functional teams to ensure seamless delivery of key pieces of work to address recruitment priority areas in developing conversion project plans, communication plans and activities in collaboration with key stakeholders.

Closely monitor team KPIs, including establishing milestones and responsibilities and monitoring progress against key success indicators for the programs. Intervene where necessary to ensure performance is tracking toward project objectives. Monitor and track interventions and make recommendations for future intakes.

Generate high-level reports indicating project outcomes, performance, and recommendations.

Act as the Lead responsible for the student journey from first enquiry to enrollment from a system and CRM perspective.

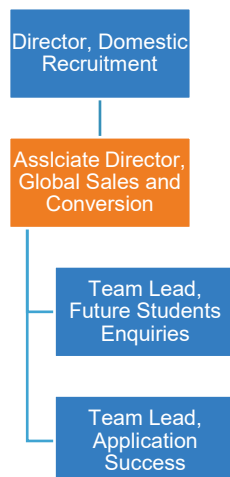
Review and enhance business processes, where required, and identify alternate solutions through improvements in automated and non-automated components and reviewing and updating processes and workflows with the purpose of improving the customer experience and performance objectives.

This role may require working outside normal business hours and local and interstate travel.

Perform other duties as required, appropriate to the classification level.

### Reporting Relationship:

This position reports to the <position>, and has the following direct reports:



### Selection Criteria:

- A postgraduate degree in a relevant discipline or extensive relevant experience in business development, sales, call centre management, student recruitment, revenue and yield management or an equivalent combination of relevant experience and/or education/training.
- Outstanding business and analysis skills and developed sales skills in consultative selling, negotiating and closing.
- Demonstrated a high level of initiative and drive to set objectives, meet targets and outcomes and achieve them through lateral and innovative thinking and problem-solving.
- High-level interpersonal and communication skills and effective self-management skills, including the ability to prioritise, problem solve, meet deadlines, and follow through to completion of tasks.
- Demonstrated experience in managing, training and motivating a successful sales, operations or customer service-oriented team.
- Extensive experience in managing complex projects and ability to implement varying levels of process across a range of functions.
- A good understanding of the tertiary sector and admissions procedures and extensive experience in using CRM.
- Demonstrated significant experience developing and building strong relationships with internal and external stakeholders to positively influence outcomes.
- Proven ability to perform under pressure and work collaboratively and effectively within a large, complex organisation.

Competency	Responsibility
<b>Strategic oversight for the Future Student sales and conversion function</b>	<ul style="list-style-type: none"><li>• Lead, develop, and manage enquiry management and conversion strategy for future students from first contact to enrolled students.</li><li>• Work collaboratively with the Planning Office, Admissions and Marketing to provide high-level and in-depth analysis of trends and insights to the OFS leadership team.</li></ul>

	<ul style="list-style-type: none"> <li>Accountable for all aspects of the University's integrated enquiry and sales management function to achieve the required student conversion via high-quality touch points throughout the student recruitment journey.</li> <li>Review, develop and implement strategies to improve enquiry management and lead nurture activity within the prospective student journey.</li> <li>Manage and facilitate processes and procedures between the team and Bond Faculty staff to ensure the continued increase of future student sales and conversion remains efficient and aligns with the Bond brand.</li> </ul>
<b>Sales and Conversion</b>	<ul style="list-style-type: none"> <li>Under the broad directions of OFS Directors, responsibility for the effective management of future student enquiries and conversion for the entire pipeline.</li> <li>Drive continuous improvement through developed sales skills, product knowledge, and measures to create an operational framework for the team to convert future student enquiries through to application effectively.</li> <li>Oversight of the consistent scripts, tools, and templates for future student enquiries that enable the team to provide accurate program and entry requirements information.</li> <li>Develop and execute outbound campaigns based on data and pipeline analysis, ensure the team has detailed information, and understand the campaign objectives and their respective tasks relative to the planned conversion activity.</li> <li>Ensure that the delivered sales and conversion processes align with Bond's brand messaging and positioning.</li> <li>Serve as the subject matter expert.</li> </ul>
<b>Leadership and Team Management</b>	<ul style="list-style-type: none"> <li>Lead, manage and develop a high-performing team that is performance driven and customer-service focussed through consultative and solutions sales technique.</li> <li>Effectively manage the team with clear roles and responsibilities through all enquiry channels, tasks and activities to continuously improve staff performance.</li> <li>Accountable for workload management, enquiry turnaround times, and management of priority regions, segments and programs across peak periods.</li> <li>Ensure the team has up to date program knowledge and relevant university policies, procedures, and priorities relevant to domestic and international student recruitment.</li> </ul>
<b>System and Analysis</b>	<ul style="list-style-type: none"> <li>Champion the University process/system solutions that impact all aspects of the management of future student enquiry.</li> <li>Proactively seek improvements through reviewing and re-engineering business processes that support efficiencies and student experience.</li> <li>Managing project progress, ensuring deadlines are met and adapting work as required with ITS and relevant stakeholders.</li> </ul>

	<ul style="list-style-type: none"> <li>• Leading and supporting testing of new business processes/functions and systems requirements.</li> <li>• Develop and create relevant training on new business processes/functions.</li> </ul>
<b>Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>• Work collaboratively with key internal and external holders including Marketing and Communications to ensure all Sales and Conversion activities promote brand awareness and key messaging through all channels.</li> <li>• Organise and liaise with Faculties, College and the University to ensure the successful delivery of all campaign and outbound activities.</li> <li>• Act as liaison and promotional contact point for future students and other external stakeholders.</li> </ul>
<b>Understanding of Quality Assurance</b>	<ul style="list-style-type: none"> <li>• Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University.</li> <li>• Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, university policy and to our quality assurance processes.</li> </ul>
<b>Understanding of Cultural Sensitivity</b>	<ul style="list-style-type: none"> <li>• Staff will come into contact with staff and students from a variety of cultural backgrounds. It is expected that mutual respect, cultural awareness and cultural sensitivity will form the basis of the professional working relationship.</li> <li>• Staff are encouraged to attend a cultural sensitivity workshop to further enhance and develop cultural awareness and cultural sensitivity skills.</li> </ul>
<b>Understanding of WHS Responsibilities</b>	<ul style="list-style-type: none"> <li>• Maintain a safe workplace and follow safety directions and internal controls. Alert your Manager of WHS risks and be vigilant in observing safe practices. Understand WHS requirements in your work area.</li> <li>• All managers of staff are required to conduct risk assessments and implement controls accordingly as well as action safety audit results within the directed time frame.</li> <li>• Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).</li> </ul>

Note - the successful applicant will be required to produce a certified copy of their highest qualification received prior to commencement of duty.

It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at Bond University. You may at times be required to work at other tasks and areas as directed by the Management.