



Position Description

Position Title: Domestic Student Recruitment Officer (Sydney based)	Classification: Bond Level 5
Faculty/School/Office: Office of Future Students	Date Position Classified/Updated: August 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.

Domestic Student Recruitment within OFS has a strong focus on lead generation and business development and is responsible for meeting the commencing domestic student enrolment target for undergraduate and graduate programs.

Purpose of the Position:

The position primarily aims to implement and execute the University's domestic student recruitment tactics and activities, focusing on lead generation from designated market regions/segments to achieve agreed performance indicators.

Primary Responsibilities:

- Contribute to developing strategic and operational plans for Domestic Student Recruitment, emphasising domestic student recruitment growth and proactive sales.
- Proactively increase domestic lead generation opportunities by representing and promoting the University as appropriate to generate leads and increase brand awareness.
- Actively build and maintain collaborative and positive relationships within the University and with schools, associations, partner organisations and other external stakeholders.
- Represent and promote the University both internally and externally as appropriate to recruit domestic students for Bond University courses through proactive sales.
- Proactively acquire an in-depth understanding of Bond's pathway programs and undergraduate and postgraduate product offerings.
- Provide high levels of client service to all University clients and stakeholders.
- Perform other duties as required, appropriate to the classification level.

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

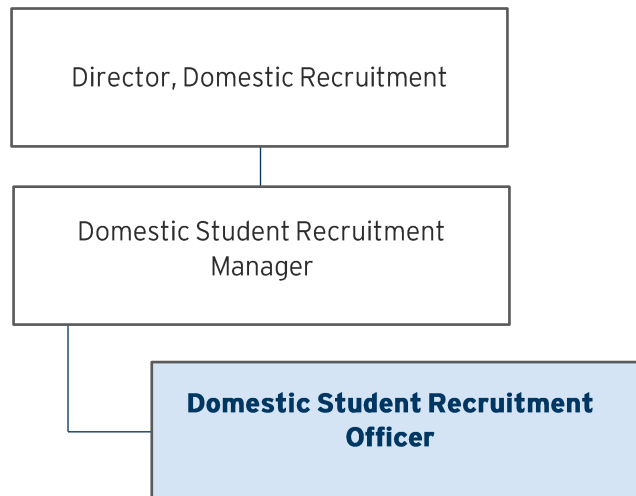
The Bond University student body is made up of approximately 60% of domestic students, and each Domestic Student Recruitment Manager is responsible for their market region growth and meeting the key performance indicators.

Location of Position

This position will be based in Sydney, New South Wales. Regular operational commitments will require the incumbent to perform duties within particular zones in Sydney and / or nationally, therefore travel will form a significant part of this role.

Reporting Relationship:

This position reports to the Domestic Student Recruitment Manager, however the incumbent will be required to establish and maintain a number of strong and productive relationships across the University.

**Selection Criteria:***Qualifications*

- Tertiary qualifications, preferably in business, commerce or a related field along with relevant experience in business development and/or sales.

Experience and skills

- Demonstrated experience in contributing to and executing student recruitment plans of education services or equivalent relevant experience within business development and sales.
- Developed sales skills in lead generation, consultative selling, negotiating and closing.
- Strong interpersonal skills (both written and verbal), including excellent public speaking and presentation skills.
- Demonstrated ability to set deliverable outcomes and utilise data to inform decision-making.
- Proven ability to develop and build strong relationships with internal and external stakeholders.
- An understanding of tertiary sector and admissions procedures.
- Experience in using CRM.
- Current Blue Card (Working with Children check) or the ability to obtain.

Competency	Responsibility
Student Recruitment	<ul style="list-style-type: none">• Implement, execute and analyse agreed student recruitment tactics and lead generation activities.• Assist in generation of performance data and report on every intake based on the outcomes of tactics and recruitment activities, pipelines generated, and relevant recommendations within OFS.• Contribute to ongoing continuous improvement initiatives to strengthen the conversion percentage throughout all student recruitment touch points.• Work collaboratively with the Global Sales and Conversion Team to maximise opportunities to convert pipeline to student enrolments.

Business Development and Sales	<ul style="list-style-type: none"> • Drive region growth for the following segments with business development and sales focus: <ul style="list-style-type: none"> ○ Recent school leavers ○ Non-recent school leavers/alternate entry cohort ○ Postgraduate coursework • Maintain relationship with schools/colleges/RTOs, partner organisations, governments and other external stakeholders. • Assist the DSRM to develop and execute student recruitment activities, showcase attributes of Bond's offerings and articulate what makes our students succeed. • Ensure applicants are appropriately advised about all of the applicable programs. • Ensure all leads are captured and imported to CRM. Manage and follow up as appropriately. • Active user of CRM and its data. Ongoing updates and maintenance of up-to-date, accurate and comprehensive information in CRM.
Student Recruitment Touch Points and Conversion Activities	<ul style="list-style-type: none"> • Regularly review and execute in-market conversion activities to increase conversion rates. • Work with faculty colleagues where applicable to increase pipelines for targeted programs and study areas. • Actively contribute to the management of all student recruitment touchpoints
Stakeholder Engagement	<ul style="list-style-type: none"> • Work collaboratively with key internal and external holders including Marketing and Communications to promote brand awareness and key messaging through multiple channels. • Organise and liaise with Faculties, College and the University to ensure the success delivery of all on and off campus student recruitment activities. • Act as liaison and promotional contact point for future students and other external stakeholders.
Market Research, Intelligence, and Trend	<ul style="list-style-type: none"> • Maintain up to date knowledge of target markets and relevant demographics. • Maintain a clear understanding of the performance of designated market region and segments.
Admissions and Scholarships	<ul style="list-style-type: none"> • Provide accurate admissions advice to future students and manage student application and enrolment to the University. • Provide accurate advice regarding scholarship opportunities at Bond University
Project Management	<ul style="list-style-type: none"> • Contribute to the development and management of relevant student recruitment projects to support the achievement of the University's student recruitment goals.
Administration	<ul style="list-style-type: none"> • Manage all administrative requirements for designated region (and in busy times support larger regions) including: <ul style="list-style-type: none"> ○ Appointment/interview setting ○ Prospect/applicant follow-up ○ Inbound or outbound telephone follow-up ○ Coordinating faculty member assistance for events
Understanding of Quality Assurance	<ul style="list-style-type: none"> • Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University. • Develop and nurture relationships with the Admissions Office and Office of Future Students to support the effective delivery of admissions services to future students.

	<ul style="list-style-type: none"> Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, university policy and to our quality assurance processes.
Understanding of Cultural Sensitivity	<ul style="list-style-type: none"> 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. Staff are encouraged to attend a cultural sensitivity workshop to further enhance and develop cultural awareness and cultural sensitivity skills.
Understanding of WHS Responsibilities	<ul style="list-style-type: none"> 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. 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. Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).

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.