



Position Description

Position Title: Future Student Advisor	Classification: Bond Level 4
Faculty/School/Office: Office of Future Students	Date Position Classified/Updated: February 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.

The Future Students portfolio consists of Bond International, Domestic Student Recruitment, Brand and Marketing, Admissions and the Global Sales and Conversion team.

The Global Sales and Conversion team is responsible for researching and leading the development and delivery of a range of personalised initiatives and outreach to support the University's recruitment strategy and student enrolment targets for both international and domestic students. This includes enquiry management across all inbound channels, actively promoting Bond programs to prospective student audiences, and leading outbound campaigns that maximise pipeline conversion to meet agreed targets.

Purpose of the Position:

This position of Future Student Advisor (FSA) will work in a dynamic team to manage future students' enquiries through a consultative sales approach to help them make the right decision for their future studies. With a strong focus on delivering premium customer experiences and increasing the conversion rate, FSA will utilise CRM and multiple communication channels to transform their experiences.

As an integral member of the wider recruitment team, Future Student Advisors will be required to possess a passion for delivering premium service, confidence and impact, an innate drive to achieve professionally, be adaptable, resilient, and able to work under pressure.

As part of the high-performing and results-driven team, you will be:

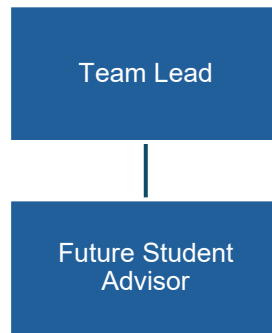
- Confident in the handling of telephone, email and social media enquiries from future students.
- Providing accurate program advice on undergraduate and postgraduate programs across Bond University's four faculties.
- Counselling on future student applications to ensure Bond University's admissions requirements have been met and that the appropriate program preference has been selected.
- Focused sales efforts by studying existing and potential volume of applications and leads to meet recruitment targets.
- A proactive approach to delivering outcomes.
- The ability to work as part of a successful team.
- A passion to clearly articulating the value of the Bond University brand.

Hours of Work

Due to events and other marketing, on/off campus student recruitment activities, business development related activities, there may be a need to work outside office hours.

Reporting Relationship:

This position reports to the Team Lead:

**Selection Criteria:**

- A Bachelor's degree in a relevant discipline or equivalent experience.
- Highly developed interpersonal and communication skills effective self-management skills including the ability to prioritise, problem solve, meet deadlines, follow through to completion of tasks.
- Previous experience working for a premium brand with a solid understanding the brand proposition.
- Strong sales skills with a proven ability to meet targets.
- Strong communication skills, both verbal and written.
- Demonstrated skills across a range of computer applications including Microsoft CRM, e-mail, social media networks and mobile applications.
- Highly developed customer service skills with an innovative approach to go the extra mile.
- Outstanding business and analysis skills.
- A high level of accuracy and attention to detail.

Desirable Criteria:

- Understanding of national markets and high-school assessment systems.
 - Higher education product knowledge and associated admissions procedures.
 - Direct marketing experience within the service industry.
 - A passion for marketing and student recruitment.
 - Understanding of nurture marketing and student recruitment life cycles.
 - Desire to develop domestic and international markets in conjunction with University recruitment practice.
- Working knowledge of a second language would be desirable.

Competency	Responsibility
Demonstrated understanding of Bond University's Operations and Core Objectives	• Understand the university's value proposition, business processes, interdepartmental dependencies, as well as the Bond University culture. • Provide premium service to future students, as well as all other internal and external stakeholders.
Student Recruitment and Conversion	• Provide personalised service and quality advice to all future students and their families across all touchpoints to increase conversion. • Build and maintain positive relationships with all internal and external stakeholders. • Proactively support student enquiries and partner with colleagues to achieve turnaround times. • Maintain up-to-date records for all leads and track all inbound and outbound communication within the Bond. • University CRM for transparency of engagement.
Program Advice	• Ensure the provision of accurate advice to future students including: ○ academic programs ○ scholarships;

	○ articulation arrangements; ○ University policy and practices regarding credit /exemption applications ○ professional accreditation requirements. • Ensure that international student applications are in accordance with the requirements of their student visa.
Knowledge and Technical Skills	• Expertly use CRM for all reporting, lead capture, contact management, follow-up processes and communication in accordance with approved business processes. • Expertly use CRM for incomplete applications and Made Offer and conversion campaigns.
Learning and Development	• Attend all required training sessions • Identify opportunities, make recommendations and in conjunction with your team and with guidance from your Manager, implement improvements to processes, systems, and work practices. • Actively participate in change management activities, including engaging constructively with your team.
Quality Assurance and Continuous Improvement	• Demonstrate an understanding of, and contributes to, quality assurance and continuous improvement activities relevant to the role. • Perform duties in alignment with the Bond University Strategic Plan, University policies, and established quality assurance and review processes.
Cultural Safety, Inclusion and Respect	• Demonstrate respect for diversity and contributes to a culturally safe, inclusive and discrimination free workplace. • Engage respectfully with staff, students and stakeholders from diverse cultural, linguistic and social backgrounds, including Aboriginal and Torres Strait Islander peoples. • Comply with University policies and applicable anti discrimination and workplace behaviour legislation. • Participate in relevant training or development activities that support cultural safety and inclusive practice.
Work Health and Safety Responsibilities	• Take reasonable care for own health and safety and that of others, in accordance with the Work Health and Safety Act 2011 (Qld). • Comply with University WHS policies, procedures and instructions, including those relating to psychosocial health and safety. • Promptly report hazards, incidents and risks to their manager or through established reporting mechanisms. • Where the role has supervisory or managerial responsibilities, ensure risks are assessed, appropriate controls are implemented, and workers are consulted in accordance with WHS legislation. • Complete mandatory and assigned WHS training. • Comply with return-to-work program requirements following injury/illness.

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.