



Position Description

Position Title: Domestic Student Recruitment Manager (Sydney Based)	Classification: Bond Level 6
Faculty/School/Office: Office of Future Students	Date Position Classified/Updated: April 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 Domestic Student Recruitment team is responsible for meeting the University's commencing domestic student enrolment targets for undergraduate and graduate programs through strategic market development to identify and progress opportunities and build a strong student pipeline for all University intakes.

Purpose of the Position

The role's primary purpose is to strategically develop, review, plan and implement student recruitment region plans, focusing on maximising lead generation, in-market student recruitment activities and conversion tactics to meet agreed commencing enrolment numbers as set out in the university's domestic student recruitment targets.

Primary Responsibilities

Lead in reviewing, developing and implementing student recruitment and sales strategies, including planning and executing relevant tactics, in-market activities, and student acquisition practices evidenced by data, relevant insights, and trends.

Identify growth business development opportunities and maintain relationships with partner organisations, schools, TAFE/RTOs, governments, and other external stakeholders.

Provide high-level analysis of the external environments in which the University operates, including identifying future domestic growth markets and segments.

Represent and promote the University both internally and externally as appropriate to recruit domestic students for Bond University courses through proactive sales activation.

Proactively acquire an in-depth understanding of Bond's pathway programs and undergraduate and postgraduate product offerings.

Proactively develop measures to manage and report upon performance, considering return on investment, progress against KPIs, and the effectiveness of market strategies.

Manage and maintain a budget for the respective market region.

The Bond University student body comprises approximately 60% domestic students. Each Domestic Student Recruitment Manager is responsible for achieving growth and meeting commencing student enrolments for a specified region.

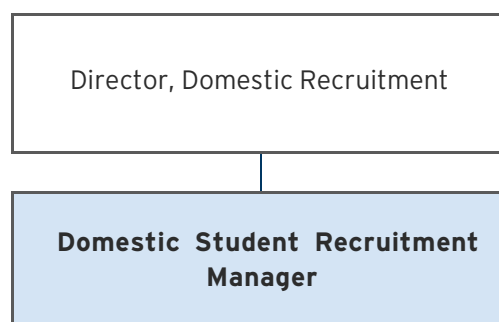
This role may require working outside normal business hours and local and interstate travel. It may be required to perform other duties as needed, appropriate to the classification level.

Location of Position

This position will be based in Sydney and as such, will be required to work from home. Regular operational commitments will require the incumbent to perform duties within particular zones, travel to the Gold Coast campus or nationally. Therefore, travel will form a significant part of this role.

Reporting Relationship:

This position reports to the Director Domestic Recruitment, 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 skill level that assumes knowledge or training equivalent to graduate qualifications, or extensive relevant experience in business development and sales or an equivalent combination of relevant experience and/or education/training.

Experience and Skills

- Demonstrated experience and success in strategically executing a growth focused operations plan, developing and implementing student recruitment plans or equivalent relevant experience within business development and sales.
- Developed business acumen initiative and drive to set deliverable outcomes and achieve them through lateral and innovative thinking and problem-solving.
- Demonstrated success utilising data to inform decision-making and sales strategies, evidenced by high conversion rates.
- Demonstrated experience developing and building strong relationships with internal and external stakeholders.
- Strong and effective interpersonal skills (both written and verbal) including excellent public speaking and presentation skills.
- Proven ability in working to a budget and managing expenditure effectively.
- An understanding of tertiary sector and University admissions procedures.
- Experience in using a CRM system.

Competency	Responsibility
Strategic Student Recruitment Tactical and Operations Planning	• Develop and review of annual student recruitment strategies and region plan in consultation with the Director and Vice President Future Students. • Develop, execute and analyse agreed student recruitment tactics and lead generation with key market intelligence for respective market region and segments. • Generate performance data for every intake and/or relevant segment, prepare evaluation reports and make recommendations on the outcomes of tactics and recruitment activities, ROI measures, relevant recommendations for Faculty marketing opportunities. • Initiative and take ownership of ongoing improvements to improve to conversion percentage throughout all student recruitment touch points. • Plan and manage assigned budget. • Work collaboratively with the Global Sales and Conversion Team to maximise opportunities to convert pipeline to student enrolments.
Business Development and Sales	• Lead and identify growth business development student recruitment opportunities. • Responsible for region growth for the following segments: ○ School leavers ○ Non-recent school leavers/alternate entry cohort ○ Postgraduate coursework ○ Assist Onshore International student recruitment if required. • Maintain relationship with schools/colleges/RTOs, partner organisations, government and other external stakeholders. • Develop and execute student recruitment activities, promote attributes of Bond's offerings and articulate what makes our students succeed. • Ensure applicants are appropriately advised about all the applicable programs. • Ensure all leads are captured and imported to the CRM system for appropriate follow-up and management. . • Advanced use of CRM and its data. Ongoing updates and maintenance of up-to-date, accurate and comprehensive information in CRM.
In-market Student Recruitment touch points and Conversion Activities	• Regularly plan, review and execute in-market engagement and activities to increase conversion to enrolment. • 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	• Work collaboratively with key internal and external holders including Marketing and Communications to promote brand awareness and key messaging through multiple channels. • Act as liaison and promotional contact point for future students and other external stakeholders.
Market Research, Intelligence, and Trend	• Assess and research competitors' strategies and advise Director Domestic Recruitment regularly. • 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	• 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	• Develop and manage relevant student recruitment projects to contribute towards the University's student recruitment goals.
Administration	• Manage all administrative requirements for designated region (and in busy times support larger regions) including: ○ Appointment/interview setting ○ Prospect/applicant follow-up ○ Inbound or outbound telephone follow-up ○ Coordinating faculty member assistance for events
Understanding of Quality Assurance	• Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University. • 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	• 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	• 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.