

*"Equity principles underpin all UNE policies and procedures. The University is committed to EEO principles and values cultural diversity, and recognises that all its employees have a contribution to make in ensuring an equitable and harmonious working environment."*

## **UNIVERSITY OF NEW ENGLAND**

**POSITION:** Schools Liaison Officer

**DIRECTORATE:** Marketing and Public Affairs

**REPORTS TO:** Manager, Student Recruitment

**CLASSIFICATION:** Higher Education Officer Level 5

**DATE CLASSIFIED:** 5 September 2008

### **POSITION DIMENSIONS:**

The Directorate of Marketing and Public Affairs provides information about the diverse offerings and achievements of UNE to its stakeholders and communities in a way which protects, promotes and enhances our brand and image and meets enrolment, research, community and partnership goals.

The Student Recruitment Unit within the Directorate provides the skills, resources and processes to deliver quality marketing and domestic student recruitment programs in support of UNE's objectives, particularly in the areas of:

- Domestic Student Recruitment Program Development and Management
- Business development
- Student Recruitment
- Customer Relationship Management
- Careers Markets and Exhibitions
- Campus Tours
- Measurement and Reporting
- Quality Management
- Information and Records Management

### **POSITION OBJECTIVE:**

This position focuses on the implementation of the annual school leaver recruitment program of school visits, careers markets and exhibitions, information sessions, direct marketing and associated events for student recruitment and associated activities. The position provides specialist advice to prospective students, careers advisers, administrative support and general assistance to target schools in line with achieving recruitment objectives by actively managing and cultivating relationships with key target schools and achieving an increase in overall student applications. In addition, this role provides support to the unit's general student, other broad category and segment marketing programmes, campaigns and student recruitment activities.

The Schools Liaison Officer is also responsible for the provision of information about the diverse offerings and achievements of UNE, in a way which:

- protects, promotes and enhances our brand image and
- contributes to meeting the University's enrolment targets,
- is at agreed levels to all stakeholders within and outside Marketing & Public Affairs; and
- ensures that the delivery of the Key Result Areas are consistent with the University's Strategic Plan and the strategic and operational plan for the Marketing and Public Affairs Directorate.

#### **REQUIREMENTS OF THE POSITION:**

1. Ability to travel within the region including significant overnight travel in peak periods.
2. Working hours will need to be varied to accommodate activities outside of normal working hours.
3. Current driver's licence and a willingness to obtain a MR Licence.

#### **DUTIES:**

The Schools Liaison Officer, under general direction, will:

1. Coordinate and undertake the day-to-day activities of communicating with schools in the target group. Establish and cultivate relationships with targeted stakeholders in the catchment area. Maintain regular contact with schools by face-to-face visits and other appropriate contact methods.
2. Contribute to planning, implementation and maintenance of the annual face-to-face Sales Visit Schedule.
3. Coordination of and attendance at careers markets and exhibitions, University campus tours, school visits and all school related activities.
4. Assist with planning target market segments from Years 10, 11 and 12 as aligned with goals identified by the University.
5. Implement, set up and monitor contact programs in consultation with external stakeholders and key external stakeholders where relevant.
6. Liaise and build relationships with relevant people within the Faculties, the Residential System, the Directorate, other internal stakeholders and key external stakeholders.
7. For such activities as campus tours, careers markets and exhibitions, and school visits, coordinate and work with groups of staff, students, and alumni, who will represent UNE to selected audiences and the general public.
8. Prepare drafts of reports, including progress reports, contact reports, student enquiry trends, follow up and conversion reports and comments on the effectiveness of UNE promotional activity and procedures as it relates to key stakeholders.

9. Manage the budgetary aspects of student recruitment activities in line with pre-approved budgets, including where appropriate – obtaining quotations, budget approvals, maintaining financial records and delivering activities within the agreed budget.
10. With guidance develop, implement, monitor and close project plans specific to the recruitment function.
11. In collaboration with Directorate staff, research, collect and collate client data relating to trends in the “school leaver” education market, such as demographics, competitor activity, enrolment activity, in order to undertake routine or preliminary data analysis and make recommendations as relevant to the schools recruitment function.
12. Provide specialist assistance advice and support to the Marketing and Public Affairs Directorate and other University departments to assist with events such as campus visits, Open Day, Careers Advisers Weekend where required to support the schools recruitment function.
13. Liaise with the Marketing Manager, Advertising and Brand Co-ordinator, Marketing Services and Publications or other service providers as appropriate; to ensure the timely production of relevant merchandise, signage and all associated contact materials and publications as relevant to the recruitment function.
14. Ensure relevant documentation is maintained in compliance with University reporting and record-keeping requirements.
15. As part of the Marketing and Public Affairs team, respond in a timely fashion to various requests for information, feedback and action on Directorate activities.
16. Contribute particular functional or generic expertise to assist the Directorate with the development of effective and efficient processes, technologies and management within a framework of:
  - Operational process improvement;
  - Customer service;
  - Quality assurance; and
  - Risk management.
17. Contribute to the development and maintenance of policy and procedural documentation relating to activities under the scope of this position. Provide functional expertise to such groups as committees, reviews, inquiries and working parties.
18. Be rostered to provide “face to face” marketing and customer service at events, field days, career markets and exhibitions, and by phone as required.
19. Ensure the University’s policies and procedures relating to OH&S, Equity, Privacy and other government legislation (e.g. DEST) are applied in relation to the responsibilities of this position.
18. Carry out other duties as required and relevant to the position.

#### **QUALIFICATIONS AND SELECTION CRITERIA:**

1. A relevant degree; or associate diploma with a range of experience including relevant work experience; or an advanced certificate and extensive relevant

experience; or an equivalent alternative combination of relevant knowledge, training and / or experience.

2. Demonstrated good relationship management and sales skills, in particular, the ability to build and enhance long-term relationships and / or the development of a territory or client base.
3. Demonstrated ability to exercise initiative and judgement while maintaining integrity at all times. Ability to prioritise work and meet deadlines.
4. Demonstrated outstanding level of interpersonal skills, written and oral communication skills, the ability to liaise with a wide range of people from a diverse background. Demonstrated strong client service focus.
5. Demonstrated excellent organisational skills, including demonstrated ability in managing multiple activities with emphasis on attention to detail, and the ability to maintain financial records within agreed budgets.
6. Demonstrated ability to work successfully as part of a team to achieve results, as well as the initiative and ability to work independently with a high level of self-motivation under limited supervision.
7. Substantial current product knowledge across the range of University courses, services and administrative process for application and admission to University or an ability and willingness to undertake in house training.
8. Demonstrated high-level computer skills and experience, including expertise in various software in order to produce and analyse reports, spreadsheets, powerpoint presentations and other documents, as well as having the ability, or the capacity to quickly acquire the ability, to use the University's corporate information systems.
9. Awareness of OH & S, risk management, quality assurance, records management and EEO principles as they relate to this position.