

POSITION DESCRIPTION:



SECTION A: Position Context

Position Title	Assistant Manager, National Marketing and Recruitment
Position Grade	E3
Category	Executive
Campus/School/Unit/Faculty	Sarawak Campus - Business Development & Communications Unit
Division	Business Development & Communications Unit
Term of Appointment	Permanent
Effective Date	November 2011

Position Purpose:

The Assistant Manager, National Marketing and Recruitment is responsible for generating new student enrolments, according to targets, for SUTS programs from specific markets and channels. Leading a team of domestic marketing staff, the incumbent is expected to develop marketing and recruitment strategies and systems that will ensure targets are met and within budget. This involves managing and monitoring the distribution channels that deliver these enrolments, and ensuring compliance with Unit and University policies and procedures and relevant legislation.

The position resides within the Business Development & Communications Unit and will report to the Manager, Business Development & Communications.

The position is responsible for marketing the University and its products and services in domestic markets. This involves contributing to:

- production and implementation of marketing plans;
- development and implementation of corporate communications plans;
- development and management of advertising campaigns;

The position works closely with academic and administrative staff at Swinburne Sarawak and liaises with colleagues of SI Melbourne to ensure consistency in corporate style and efficient use of resources.

It is anticipated that Swinburne Sarawak will expand rapidly and that the responsibilities and scope of the position will grow accordingly.

University Information:

Swinburne University of Technology is a large multi-sectoral and multi-campus institution with a stated mission to be a pre-eminent entrepreneurial university from the Asia-Pacific, thriving on new ideas and knowledge and exploiting its intersectoral heritage to create value for its stakeholders.

Swinburne has campuses in metropolitan Melbourne at Hawthorn, Prahran, Lilydale, Wantirna, Croydon and Healesville and an overseas branch campus in Kuching, Sarawak. It also offers an increasing number of subjects and courses via the Internet. Its programs cover the education and training needs of over 40,000 students ranging from apprentices through to doctoral students.

Swinburne is proud of its close links with industry, business and the community generally. It has gained a prominent and respected name in education in Australia and overseas through:

- government funded programs and research;
- industry and business funded research;
- consultancy and training;
- fee-for-service teaching; and
- an international focus for its curricula, student recruitment and operations.

The Branch Campus in Sarawak is a licensed branch campus university in Malaysia which offers selected undergraduate, postgraduate, and research degree courses identical to those offered at other Swinburne campuses in Australia. It also offers pre-university foundation programs and a limited number of diploma programs. The Branch campus occupies a 16.5 acre site in central Kuching, the state capital of Sarawak. The Sarawak Campus has students from Malaysia and other countries, and plans to expand rapidly as its staff and facilities are developed continuously to allow a greater number and diversity courses to be offered.

Swinburne Sarawak is a joint venture between Swinburne University of Technology in Australia and Sarawak Government represented through Yayasan Sarawak and the Sarawak Higher Education Foundation. The academic operations of the campus are integrated with and controlled by the University in Australia

Unit/Faculty/School & Division

Business Development & Communications Unit

The Business Development and Communications Unit is responsible for promotion of the University and its activities to the public, potential students, industry and government. It is the primary unit in the University responsible for student recruitment and also has responsibilities for ongoing student support in collaboration with the Student Operations Unit. It has particular responsibilities for ongoing support of international students.

The Business Development & Communications Unit is responsible for the development and implementation of marketing and promotional strategies and plans, designed to achieve agreed corporate objectives. This includes ensuring that all target markets (national and international; potential, existing and previous students; employers; industry and business; governments and stakeholders; schools and key influencers and staff) are aware of Swinburne's features and strengths and are encouraged to take advantage of what Swinburne offers.

The Unit plays a vital role in ensuring the growth objectives of the University in term of new student numbers are met.

The Unit also manages and implements the corporate communications activities of the University as a whole, in order to build market awareness and maintain a positive, credible and exciting market image.

URL to web pages:	http://www.swinburne.edu.my
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Participation on Committees:

The successful applicant will be required to participate on relevant committees as is needed for the efficient performance of duties and as directed by the Manager, Business Development and Communications.

Supervision Reporting Relationships:

This positions' supervisor/manager	Manager, Business Development & Communications
Other positions reporting to this position	Marketing Executive Marketing Officer

Location:

This position is located at the Sarawak campus.

SECTION B: Key Responsibility Areas

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position activities.

Key Responsibility Areas		
1.	MARKETING AND RECRUITMENT	<ul style="list-style-type: none"> ▪ Generate domestic student enrolments for SUTS programs in Malaysia against defined targets ▪ Provide prospects with relevant and targeted advice regarding their study interests ▪ In consultation with the Manager, Business Development & Communications, develop and implement annual marketing plan. Monitor and review performance against this plan regularly and take corrective action as required ▪ Coordinate representation at exhibitions, seminars and other promotional activities ▪ Provide regular market feedback, including making recommendations on program offers and entry requirements ▪ Research, assess and recommend marketing opportunities in domestic markets (including print, online, media, event, and sponsorship opportunities)
2.	RELATIONSHIP MANAGEMENT	<p>EXTERNAL</p> <ul style="list-style-type: none"> ▪ Manage a diverse range of stakeholders including agents, sponsoring organisations, educational institutions, and government bodies ▪ Develop agent business plans, according to SUTS procedure, and review and monitor progress against these targets <p>INTERNAL</p> <ul style="list-style-type: none"> ▪ Ensure that working relations with academic staff within SUTS are conducted appropriately and that their supervisors are aware of the involvement of their staff with marketing activities ▪ Within the department ensure that other relevant staff are aware of the domestic marketing activities and contribute positively and actively to the development of marketing policies and procedures ▪ Build and maintain effective working relationships with SI Melbourne
3.	ADMISSION	<ul style="list-style-type: none"> ▪ Ensure that applications, offers and acceptances are managed according to SUTS procedures, policies and service standards ▪ Liaise with relevant admission colleagues to ensure that domestic applications are processed according to agreed protocols in relation to quality and turnaround times ▪ Contribute to the refinement of policy and procedural matters in relation to admissions function for programs offered by SUTS
4.	STAFF MANAGEMENT AND DEVELOPMENT	<ul style="list-style-type: none"> ▪ Responsible for ensuring the efficient operation of the domestic marketing team ▪ Ensure that team workflows are managed, capacity is measured, and work is allocated accordingly ▪ Devise work procedures and systems that enable a seamless interaction between marketing and admissions functions ▪ Ensure that performance plans are developed for staff, and progress is monitored

Key Responsibility Areas		
5.	POLICY	<ul style="list-style-type: none"> ▪ Contribute to policy development and strategic planning activities of Marketing and Communications Department ▪ Ensure that all marketing, recruitment and admissions activities comply with relevant Swinburne policies and procedures
6.	FINANCIAL MANAGEMENT	<p>In consultation with the Manager, Business Development & Communications, propose and manage the annual marketing & recruitment budget for domestic marketing including:</p> <ul style="list-style-type: none"> ▪ Cost allocation by area and by activity ▪ Monitoring of expenditure against budget on a quarterly basis ▪ Major variance reporting ▪ Review resource allocation as market conditions change and make recommendations to reallocate resources as necessary ▪ Controlling and managing stocks of promotional materials allocated to domestic marketing

SECTION C: Key Selection Criteria

Application letters and/or resumes must address the Qualifications and Knowledge/Experience/Attributes sections under the key selection criteria.

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential/ Highly Desirable/ Preferable
1.	Completion of a degree from a Malaysian or overseas university in an area relevant to the duties	Essential

Experience/Knowledge/Attributes: Required by the incumbent to successfully perform the position's key responsibilities.		Essential/ Highly Desirable/ Preferable
1.	Minimum of five (5) years relevant working experience	Essential
2.	A level of maturity consistent with the requirements of the position for independent work, initiative and travel	Essential
3.	Proven ability to manage staff	Essential
4.	Ability to successfully prioritise and identify the best course of action in the implementation of marketing plans	Essential
5.	Good problem-solving and negotiation skills	Essential
6.	Knowledge of business operating environments	Essential
7.	Excellent interpersonal skills especially in a cross-cultural situation, and a demonstrated ability to work effectively in a consultative and team environment	Essential
8.	Excellent skills in written and spoken English	Essential
9.	Marketing experience in an educational institution	Highly Desirable
10.	Knowledge of the Malaysia education system and framework, and of government policy regulating higher education advertising and promotion	Highly Desirable
11.	Proficiency in Bahasa Malaysia and other languages based on requirements of target markets	Highly Desirable

Swinburne Attributes:

Our attributes inform the selection process; however, a written response to the attributes is not required. The attributes are:

Building Organisational Capability	Demonstrates Personal Integrity	Manages Change Effectively
Builds Relationships	Drives Service Excellence	Provides Educational Leadership
Creates a Learning Environment	Exhibits Entrepreneurial Skills	Sets Direction

For information refer to the following weblink: [Swinburne Attributes](http://www.swin.edu.au/corporate/hr/attributes/)
(<http://www.swin.edu.au/corporate/hr/attributes/>).

Further Information:

Further information is available from Andrea Sim, Manager, Human Resources Unit at telephone 416353 ext. 8756, fax 423594, email asim@swinburne.edu.my

Applications:

Applications should include detailed CV summarising qualifications, experience and other matters considered relevant to the application. The CV should also include information on work related areas such as visa and work status in Malaysia/Sarawak. The application should also include a separate document addressing individual key selection criteria (Section C).

The University has a policy requiring successful applicants to produce evidence of all formal qualifications at the time of commencing employment.

I accept the Position Description as stated above and that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to position descriptions will be in accordance with the position grade and category, and consistent with the purpose for which the position was established.

Name:

Date:

Signature: