

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Executive, Student Recruitment (Emerging Regions)
Position Grade	E2 – Executive
Category	Executive
Campus / Unit	Sarawak Campus – Marketing and Student Recruitment
Term of Appointment	Full-time Appointment
Effective Date	May 2024

Position Purpose

The position supports the Marketing and Student Recruitment needs of the University. It is anticipated that Swinburne Sarawak will expand rapidly and that the responsibilities and scope of the position will grow accordingly.

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

- Execute marketing and student recruitment plans to increase international enrolment into the University;
- Develop and manage relationships with a range of stakeholders including agents and school officials in West Malaysia to attract prospects from the region to study in Swinburne Sarawak;
- Provide advice to students on courses and other matters related to studying at Swinburne Sarawak;
- Process student applications efficiently and effectively; and
- Execute marketing activities in collaboration with academics.

The position works closely with Academic and Professional staff at Swinburne Sarawak and liaises with staff at other Swinburne campuses to ensure consistency in corporate style and efficient use of resources.

Participation on Committee

The position will be required to participate on relevant committees as and when is needed for the efficient performance of duties and as directed by the Manager, Emerging Regions; or Director, MSR; or by an authorised personnel

Supervision Reporting Relationships

<u>This positions' supervisor/manager</u>	Manager, Emerging Regions, or any other person as assigned by authorised personnel
<u>This position's subordinates</u>	None

Location

This position is located at the Swinburne University of Technology 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.	EXECUTION OF STUDENT RECRUITMENT PLANS	<p>Be in consultation with the Manager, Emerging Regions to:</p> <ul style="list-style-type: none"> Execute marketing and student recruitment strategies and activities in West Malaysia to attract prospective students. Ensure successful implementation of marketing and student recruitment activities for a designated market / region. Provide regular market feedback, recommendations on program offering to optimise student recruitment.
2.	RELATIONSHIP MANAGEMENT	<p>Build and manage relationships with a diverse range of stakeholders including agents, education aggregator sites, sponsoring organisations, educational institutions and government agencies in respective recruitment markets.</p>
3.	RESOURCE MANAGEMENT	<ul style="list-style-type: none"> Organise and manage resources required for implementation of marketing and student recruitment activities in a designated market / region. Work within the budget allocated to a designated market / region.
4.	STUDENT RECRUITMENT	<ul style="list-style-type: none"> Achieve student recruitment targets for designated market / region, in line with the Unit's broad objectives and growth projection of the University. Prepare and implement, in collaboration with other relevant members in the team, specific recruitment strategies adapted to the needs of each designated market. Contribute to the achievement of student enrolment through effective execution of marketing strategies and activities.
5.	STUDENT SUPPORT	<ul style="list-style-type: none"> Advise prospective students on their student admission processes to the University. Provide ongoing support for students as required, ensuring that their study experience is as productive and rewarding as possible. Collaborate with other parts of the University, assist students as required with ongoing non-academic issues such as visa matters, accommodation arrangement and assistance in settling down in new student environment. Ensure all interactions with students are prompt, professional, friendly and effective.
6.	LIAISON AND INTERACTION	<ul style="list-style-type: none"> Establish and manage relationships with external stakeholders i.e. student recruitment agents, school counsellors, school principals, feeder institutions, embassy officials and etc. Be in consultation with the Management, liaise extensively with corporate and government agencies in marketing of the University. Collaborate with colleagues at Swinburne Melbourne to utilise synergies in marketing effectively. Liaise with Marketing Unit or external agencies for the production and usage of relevant marketing communication tools.
7.	MARKET REPORTING	<ul style="list-style-type: none"> Maintain appropriate records and budget for all activities, and produce regular student recruitment progress reports. Provide regular market intelligence and competitor reports.
8.	OCCUPATIONAL HEALTH AND SAFETY (OHS)	<p>Assist management in ensuring compliance of all OHS legal and procedural requirements by various stakeholders, including through the following:</p> <ul style="list-style-type: none"> Execute OHS requirements in respective work areas; Maintain cleanliness, good housekeeping and overall safe work environment; and Undertake immediate correction and improvement action on any non-compliance practices, and report all OHS related injuries, ill health or incidents to the OHS section.
9.	SWINBURNE VALUES AND CULTURE	<ul style="list-style-type: none"> Commit to the Swinburne Values. Conduct work professionally while demonstrating the Swinburne Values at all time.
10.	OTHER DUTIES	<p>Any other duties as and when required and directed by the Manager, Emerging Regions; or Director, MSR; or Pro Vice-Chancellor and Chief Executive Officer – PVC&CEO (Sarawak); or by an authorised personnel.</p>

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.	A Bachelor's degree in a relevant discipline from a recognised institution with a minimum three (3) years relevant work experience; or Master's degree holders in relevant discipline can be considered.	Essential

Experience / Knowledge / Attributes: Required by the appointee to successfully perform the positions key responsibilities.		Essential/ Highly Desirable / Preferable
1.	A level of maturity consistent with the requirements of the position for independent work, initiative and travel.	Essential
2.	Pleasant personality with strong customer service focus and able to develop good working relationships with students, staff members and external stakeholders.	Essential
3.	A good command of written and spoken English.	Essential
4.	Excellent communication skills and etiquette of various modes (including phone, email and online chats) and a strong willingness to learn and focus on converting enquiries and leads into enrolments.	Essential
5.	Excellent interpersonal skills and demonstrated ability to work effectively in a consultative and team environment.	Essential
6.	Willingness to work overtime and on weekends as and when required to meet student recruitment targets and demonstrated ability to respond quickly to students' and agents' enquiries at all time.	Essential
7.	Willingness to travel frequently to develop and attend to student recruitment activities of designated markets.	Essential
8.	Ability to successfully prioritise and identify the best course of action in the implementation of marketing plans.	Highly Desirable
9.	Knowledge of the Malaysian education system and an understanding of the key issues relating to the marketing and provision of private tertiary education in Malaysia.	Highly Desirable
10.	A good command of written and spoken Mandarin or any other languages.	Highly Desirable
11.	Marketing experience in an educational institution is an added advantage	Preferable