

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Officer, Market Intelligence
Position Grade	E1
Category	Executive
Campus / Unit	Sarawak Campus – Marketing and Student Recruitment
Term of Appointment	Full-time Appointment
Effective Date	March 2023

Position Purpose

This position is attached to the Marketing & Student Recruitment Unit at the Sarawak Campus. The responsibilities of this position include:

- Conducting research on market trends, target demographics, and competing brands.
- Designing and implementing market and consumer surveys.
- Gathering, analyzing, and interpreting marketing and admissions data.
- Preparing detailed reports on future student behavior, competitors' activities, outcomes, and recruitment.
- Forecasting future market, consumer, and recruitment trends.
- Monitoring the efficacy of marketing trends through analytical tools and software.
- Keeping abreast of the latest advancements in technology, market trends, and consumer behavior.

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

University Information

As a 21st century university at the cutting edge of technology, innovation and entrepreneurship, Swinburne University of Technology has an ambitious vision to become the prototype of a new and different university. A next generation university. With a century long history of educating and training students with high-quality, career-orientated education and strong links to industry and the community it aims to bring people and technology together to create a better world.

Swinburne has an international reputation for quality research that connects science and technology with business and the community. The University standing in prestigious world academic ranking lists reflects our commitment to high-quality teaching and research and graduate outcomes.

Swinburne's emphasis is on high quality, engaged teaching and research in science, technology, business, design and innovation – teaching and research that makes a difference in the lives of individuals and contributes to national economic and social objectives.

Swinburne works to advance quality research through partnerships with industry, our communities and other universities within Australia and internationally, to achieve outcomes that are directly relevant to industry and society.

Swinburne offers both Higher Education and Vocational Education courses and programs, along with online education through both Swinburne Online and Open Universities Australia. The University has multiple campuses in Melbourne, Australia, and also an international campus in Sarawak, Malaysia.

The 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. The Campus was established in

2000 as Swinburne Sarawak Institute of Technology and on gaining university status in Malaysia changed its name to Swinburne University of Technology Sarawak Campus in June 2004.

The 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.

The Campus in Sarawak is a joint venture between Swinburne University of Technology in Australia and the State Government of Sarawak through two of its shareholders – Yayasan Sarawak and the Sarawak Higher Education Foundation. The campus is part of a long-term strategy by Swinburne Australia, established in 1908, to globalise its operations and provide its students with international living, working and learning opportunities.

Marketing and Student Recruitment

The Marketing and Student Recruitment (MSR) Unit is led by the Director, MSR. The Unit comprises of the following:

- Admissions and Analytics
- Branding and Events
- Communications
- Student Recruitment – Sarawak
- Student Recruitment – Emerging Regions

The MSR Unit plays a vital role in ensuring the growth objectives of the University in terms of new student numbers. It is the primary unit in the University responsible for student recruitment and external communications.

The Unit is responsible for promotion of the University and its activities generally to the public, potential students, industry and government. It is responsible for the development and implementation of marketing and promotion strategies and plans, designed to achieve agreed corporate objectives. These include 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 also develops and manages the Swinburne brand; manages and implements corporate communications strategies including developing promotional tools; web-based communications, e-marketing strategies, implements corporate communications activities of the University as a whole in order to build market awareness and maintain a positive, credible and exciting market image as well as an employer.

URL to web pages: <https://www.swinburne.edu.my>

Participation on Committees

The appointee will be required to participate in relevant committees as and when needed and as directed by the Executive, Admission & Analytics; and/or Director, MSR; or by an authorised personnel.

Supervision Reporting Relationships

<u>This position's</u> supervisor/manager	Executive, Admissions & Analytics; or seconded to the Director's office.
Other positions reporting to <u>this</u> position	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.	MARKET INTELLIGENCE	<ul style="list-style-type: none"> • Conducting research on market trends, target demographics, and competing brands. • Designing and implementing market and consumer surveys. • Gathering, analyzing, and interpreting marketing and admissions data. • Preparing detailed reports on future student behavior, competitors' activities, outcomes, and recruitment. • Forecasting future market, consumer, and recruitment trends. • Monitoring the efficacy of marketing trends through analytical tools and software. • Keeping abreast of the latest advancements in technology, market trends, and consumer behavior.
2.	ADMINISTRATION	<ul style="list-style-type: none"> • Provide administrative support to the Director's office. • Prepare meeting minutes and coordinate Unit meetings with both internal and external parties. • Coordinate travel arrangements and events for the Director's office. • Formatting, and editing reports, documents, and presentations.
3.	RELATIONSHIP MANAGEMENT	<p>EXTERNAL</p> <ul style="list-style-type: none"> • Liaise and maintain good relations with University agents / representatives regarding progress of applications, payment of fees, University entry requirements and other relevant matters. • Liaise with students, University departments, Government bodies and agents on appropriate and relevant matters. • Monitor the advice provided to applicants by the Service Centre and agents to ensure that accurate information is being provided. <p>INTERNAL</p> <ul style="list-style-type: none"> • Maintain good working relations with professional staff and academics at SUTS. • Ensure that all Student Recruitment staff within the team are updated regularly with changes to admissions policies and procedures.
4.	POLICY	<ul style="list-style-type: none"> • Contribute to the refinement of policy and procedural matters in relation to the national / international admissions function of SUTS. • Ensure that all admissions activities are in compliance with relevant SUTS and SI policies and procedures.
5.	REPORTING	<ul style="list-style-type: none"> • Identify potential barriers to achieving admissions targets, and take corrective action. • Assist the Executive to produce database reports, including: <ul style="list-style-type: none"> ▪ Regular reports on number of applications processed. ▪ Regular reports to agents on the status of students recruited via their office.
6.	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.

7.	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 times.
8.	OTHER DUTIES	Any other duties as and when required by the Executive, Admission & Analytics; or Director, Marketing and Student Recruitment; or any other person as assigned by the Director, Marketing and Student Recruitment or by an authorised personnel.

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 or a Bachelor's degree with subsequent relevant experience; or A Diploma with a minimum of three (3) years of relevant work experience. Fresh Bachelor 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.	Good problem-solving skills and ability to handle more than one priority at a time.	Essential
2.	Excellent interpersonal skills and demonstrated ability to work effectively in a consultative, cross-cultural and team environment.	Essential
3.	Strong communication skills, in written and spoken English and Bahasa Melayu.	Essential
4.	Knowledge of Malaysian educational systems and frameworks, and of government policy regulating higher education industry and national / international student admissions.	Highly Desirable
5.	Demonstrated experience in processing international applications, interpreting and administering selection requirements, and processing acceptances.	Highly Desirable
6.	Knowledge in using Microsoft Office applications for reporting purposes.	Highly Desirable
7.	Good command in written and spoken Mandarin.	Preferable
8.	Knowledge of business operating environments: banking systems for student financial arrangements, visa requirements and application / renewal procedures.	Preferable
9.	Knowledge of relevant Malaysian, Australian and overseas legislation impacting student admissions.	Preferable
10.	Proven ability to manage clients, stakeholders and business partners from a wide range of backgrounds and cultural expectations.	Preferable
11.	In-depth knowledge of educational qualifications and systems in the markets of responsibility.	Preferable
12.	Expert knowledge of Swinburne University of Technology courses, entry requirements and selection requirements.	Preferable

Further Information:

Further information is available from Human Resources at fax +60 82 260 821, email careers@swinburne.edu.my.

Applications:

Applications should include detailed CV summarising qualifications, experience and other matters considered relevant to the application.

The University has a policy requiring successful applicants to produce evidence of all formal qualifications prior to 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 :