

POSITION DESCRIPTION



SECTION A: Position Context

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| 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 2024 |

Position Purpose

This position is attached to the Marketing and 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, analysing, 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; and
- 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.

Participation on Committees

The position will be required to participate in relevant committees as and when needed and as directed by the Executive, Admission and Analytics; or Director, Future Students; or by an authorised personnel.

Supervision Reporting Relationships

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| <u>This position's</u> supervisor/manager | Director |
| Other positions reporting to <u>this position</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 | | |
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| 1. | MARKET INTELLIGENCE | <ul style="list-style-type: none"> Conduct research on market trends, target demographics, and competing brands. Design and implement market and consumer surveys. Gather, analyse, and interpret marketing and admissions data. Prepare detailed reports on future student behavior, competitors' activities, outcomes, and recruitment. Forecast future market, consumer, and recruitment trends. Monitor the efficacy of marketing trends through analytical tools and software. Keep 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. Format and edit 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 and Analytics; or Director, Future Students; or any other person as assigned by the Director, Future Students 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 |
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| 1. | a) A Bachelor's degree in a relevant discipline from a recognised institution or a Bachelor's degree with subsequent relevant experience; or b) 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 |