

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Executive, Student Recruitment (Emerging Regions)
Position Grade	E2
Category	Executive
Campus / Unit	Sarawak Campus – Marketing and Student Recruitment
Term of Appointment	Full-time Appointment
Effective Date	March 2023

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:

- the development and implementation of marketing and student recruitment plans to increase student enrolment into the University;
- the development and management of relationships with a range of stakeholders including agents and school officials in Sarawak and other regions to attract potential students;
- providing advice to students on courses and other matters related to studying at Swinburne Sarawak;
- efficient and effective processing of student applications; and
- planning and implementation of 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.

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 the following:

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

The 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 communication 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
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Participation on Committee

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

Supervision Reporting Relationships

<u>This positions'</u> supervisor/manager	Assistant Manager, Emerging Regions, or any other person as assigned by an authorised personnel
<u>This position's</u> subordinates	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.	MARKETING PLANNING AND IMPLEMENTATION	Be in consultation with the Assistant Manager, Emerging Regions to: <ul style="list-style-type: none"> Plan and implement marketing and student recruitment strategies and activities for designated market / region to attract students. Ensure successful field 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	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.
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"> Derive student enrolment projections 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 implementation 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)	Assist management in ensuring compliance of all OHS legal and procedural requirements by various stakeholders, including through the following: <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	Any other duties as and when required and directed by the Assistant Manager, Emerging Regions; and/or Director, MSR; 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 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.	Marketing experience in an educational institution is an added advantage	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 with their application a detailed CV indicating 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: