

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Officer, Future Students
Position Grade	E1 – Officer
Category	Executive
Campus / Unit	Sarawak Campus – Future Students
Term of Appointment	Fixed-term Appointment
Effective Date	January 2026

Position Purpose

This position is attached to the Future Students (FS) Unit at the Sarawak Campus. The responsibilities of this position include to:

- 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; and
- Keep abreast 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 Director, Future Students; or any other person as assigned by an authorised personnel.

Supervision Reporting Relationships

<u>This</u> position's supervisor/manager	Director, Future Students; or any other person as assigned by an authorised personnel
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.	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.
2.	RELATIONSHIP MANAGEMENT	<p>EXTERNAL</p> <ul style="list-style-type: none"> • Liaise and maintain good relations with University's agents or representatives regarding progress of applications, payment of fees, University entry requirements and other relevant matters. • Liaise with students, University units, 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 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.
3	STUDENT RECRUITMENT	<p>Be consulted with the Director, Future Students to:</p> <ul style="list-style-type: none"> • Execute marketing and student recruitment strategies and activities for designated markets or regions to attract students. • Ensure successful implementation of marketing and student recruitment activities for a designated market or region. • Provide regular market feedback, recommendations on program offering to optimise student recruitment.
4.	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 a new student environment. • Ensure all interactions with students are prompt, professional, friendly and effective.
5.	POLICY	<ul style="list-style-type: none"> • Contribute to the refinement of policy and procedural matters in relation to the national or international admissions function of SUTS. • Ensure that all admissions activities are in compliance with relevant SUTS and SI policies and procedures.
6.	REPORTING	<ul style="list-style-type: none"> • Identify potential barriers to achieving admissions targets and take corrective action. • Assist the Director, Future Students 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.

7.	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.
8.	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.
9.	OTHER DUTIES	<p>Any other duties as and when required by Director, Future Students; or any other person as assigned 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) A Bachelor's degree in 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 position 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 260821, 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 :