

<b>Business Entity</b>	University of Adelaide College	<b>Department</b>	Sales
<b>Job Title</b>	Student Recruitment Officer	<b>Location</b>	Adelaide
<b>Reports To</b>	(Currently Business Development Coordinator)	<b>Direct Reports</b>	nil

## Position Purpose

The UoAC Student Recruitment Officer is tasked with providing Sales and Marketing support to the Student Recruitment team. They are required to deliver high level, quality customer service to internal and external stakeholders, with the view to support the team in generating new business and retaining existing business across College Programs.

## Key Responsibilities

### Sales Activity and Reporting

- Maintain detailed knowledge of College offerings and unique selling points and utilise effective communication strategies to distribute information to stakeholders
- Manage direct student enquiries and applications through to point of conversion
- Coordinate and host visiting guests such as potential students, parents, agents and other external stakeholders with the view to increase student numbers into the College
- Coordinate and project manage partner functions, including agent Familiarisation visits, in collaboration with internal and external stakeholders
- Provide support as necessary to the Onshore team to maintain and develop the local Adelaide agent market with the view to increase student numbers into the College
- Assist with building the College profile to prospective customers
- Support the Recruitment team to conduct sales activity to a structured and focused plan as required
- If required conduct national and international marketing trips to represent the College at industry related functions, student/agent exhibitions etc.
- Complete all required sales reports and documentation within a given deadline

### Sales and Marketing Administration

- Support Marketing function as needed, in sourcing content for marketing collateral such as agent newsletters, training resources, pre arrival documentation, student testimonials, photo shoots etc
- Provide administrative support to the Student Recruitment team and partner agents through the agent management systems – including agent contract administration as necessary
- Liaise effectively across all stakeholders including the KI internal network, partner University staff and industry bodies, as required
- Provide support to team members where required particularly during annual leave periods; this could include admissions or recruitment work
- Provide support to campus finance staff with administrative duties including partner commissions
- Provide any other support to the Student Recruitment team as required

## Contribute to a supportive, positive and safe workplace

- Compliance with all company policies and procedures including WHS legislation requirements
- Ensure as far as is practicable that the workplace, under your control, is safe and without risks to health
- Being a productive member of the Kaplan team by displaying the Company values through your day to day role
- Adherence to Company Policy and Procedure

## Qualifications and Skills

### Essential

- Ability to foster good relationships with stakeholders
- Demonstrate understanding of the Australian Education system
- Excellent oral and written communication skills
- Excellent organisational, planning and interpersonal skills
- Attention to detail
- Ability to work under pressure in a target-driven and fast-moving environment
- IT literate (word, excel, power point, outlook)
- Results-orientated, ambitious and highly self-motivated
- Ability to work flexible hours, including overtime and weekends, if required
- Ability to travel nationally and internationally if required

### Desirable

- Direct knowledge or experience of the international education sector
- Chinese language fluency

Employee Signature \_\_\_\_\_

Date \_\_\_\_\_

Manager Signature \_\_\_\_\_

Date \_\_\_\_\_