



Position Description – International Recruitment Coordinator

Position Details

Position Title:	International Recruitment Coordinator
College/Portfolio:	International and Engagement
School/Group:	Experience
Campus Location:	Based at the City campus, however may be required to work and/or be based at other campuses of the University.
Classification:	HEW 7
Employment Type:	Fixed Term
Time Fraction:	1.0

RMIT University

RMIT is a multi-sector university of technology, design and enterprise. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick, Bundoora and Point Cook, along with other Victorian locations. There are also two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings>

College/Portfolio/Group

The Experience Group's vision is to bring to life RMIT's strategy by putting the student at the centre of everything we do, creating a differentiated brand proposition, developing integrated deep insights for all our global students and cultivating a differentiated and relevant service experience for those segments. The Experience unit includes the following teams: Market Intelligence & Proposition, Market Development & Customer Innovation, Brand, Segments and Campaigns, Marketing Business Partners and Global Student recruitment. The Global Student Recruitment Team leads all sales and direct marketing activities. It also includes international admissions activities, international student services, sponsorship development, and agent management.

Position Summary

The International Recruitment Coordinator reports directly to the Manager, International Recruitment Initiatives and is responsible for professional and efficient coordination of digital and direct recruitment activities that span across regions. The International Recruitment Coordinator coordinates and participates in digital and direct recruitment and promotional activities, provides advice to prospective students, their families, agents and staff of the university, undertakes student recruitment activities and contributes to the international recruitment strategy. The International Recruitment Coordinator also plays a key role in maintaining and growing a small number of existing markets for international students to meet enrolment targets as well as having responsibility for market analysis, planning and relationship management under the broad direction of the Manager, International Recruitment Initiatives. The International Recruitment Coordinator also works closely with the admissions coordinators to achieve team goals.

Reporting Line

Reports to: Regional Manager, International Recruitment

Direct reports: NIL

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Organise, coordinate and participate in digital and in market student recruitment activities that utilises a variety of marketing channels and generate international student enrolments against target for RMIT under the direction of the Manager, International Recruitment Initiatives, including online marketing events, virtual recruitment presentations, and building regional business opportunities and knowledge.
- Provide accurate study and living advice to prospective students and their influencers including RMIT study options and pathways, specific entry requirements, and relevant selection and admissions procedures.
- Comply with all relevant international education legislation and maintain current knowledge of Department of Home Affairs (DHA) requirements relating to international students.
- Specialist knowledge of education systems, qualifications including pathways, admission requirements, relevant student mobility trends, key influencers and cultures for all countries across various regions.
- Implement student marketing and recruitment activities as assigned, to achieve international student enrolments against target for RMIT under the direction of the Manager, International Recruitment Initiatives.
- Actively contribute to the development of marketing and recruitment strategy and plans in consultation with the Manager, International Recruitment Initiatives and monitor and review performance against this plan on a regular basis.
- Build and leverage relationships to deliver agreed recruitment and business development outcomes for the university and its partners, including agents, sponsoring bodies, alumni, media, educational institutions, and government agencies.
- Generate performance data, prepare evaluation reports, and make recommendations on the outcomes of recruitment activities, plans, agent performance, and contribute to the production of market intelligence and profiles for international student markets.

Key Selection Criteria

1. Proven knowledge and implementation of current, new and evolving strategies and technologies in relation to marketing for the international student market.
2. Demonstrated experience in successfully working as part of a team to ensure delivery of recruitment activities on time and on budget.
3. Proven ability to exercise initiative, to think strategically and creatively, monitor and evaluate work performance and flow and to meet deadlines in a complex and demanding environment.
4. High level interpersonal and negotiation skills coupled with cultural sensitivity and knowledge to be able to operate independently at high levels and to achieve desired outcomes in a variety of international and cultural contexts.
5. Excellent written and oral communication skills, including the ability to confidently address both large and small audiences.
6. High level interpersonal and collaborative skills with the ability to develop and maintain productive relationships with internal and external stakeholders
7. High level of organisational skills with the capacity to prioritise and progress multiple tasks and activities and the ability to work autonomously.

Desirable

Fluency in a foreign language

Qualifications

A relevant bachelor's degree and extensive relevant experience, or an equivalent combination of both

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.

Other

- Regular travel within Australia or overseas to participate in student recruitment activities.
- Attending work events after hours, is required
- Flexibility to work after hours is required

Endorsed:	Signature: Name: Tom Gifford Title: Director, Global Student Recruitment Date:	Approved:	Signature: Name: Chaminda Ranasinghe Title: Chief Experience Officer, International and Engagement Portfolio Date:
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